

Why collaboration is
the new competition
page 5

Explore books
from our members
page 21

Upcoming
events in 2015
page 28

Independent Publishers of New England

CATALOG
2015

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IPNE's mission is to provide opportunities for education and networking for those engaged in independent book publishing and related activities in the six New England states.

IPNE offers educational programs, networking, marketing opportunities, advocacy, and information about publishing. The organization is supported primarily by membership dues and other income substantially related to its purpose. Our organization covers six New England states and we support our members by exhibiting at trade shows and conferences, and by providing educational and networking opportunities.

Whether you're an experienced publisher with many titles, newer publisher with one book, or a vendor that supports the publishing field, you'll come to enjoy our active group and the camaraderie and business growth opportunities that come with it! We also welcome authors who self-publish to our group.

Our members are available to do presentations on independent publishing at libraries, bookstores, schools, conferences, and literary/book festivals.

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CONTENTS

News and Views.....	5
Conference Program.....	7
IPNE Members List.....	15
IPNE Book List.....	22
Sponsors and Exhibitors.....	27
Calendar of Events.....	28
IPNE Snapshots.....	29

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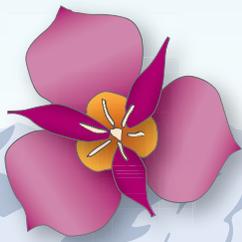
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—Tula Wingerson, Empty Harbor Productions, Conroe, TX

"Being a businessman by trade and first-time author, the Publishing University was a great resource for me. I left with an abundance of information that I was able to use immediately. The event was well-organized, with a great staff, and a group of very knowledgeable speakers. The Publishing University is a must for the first-time author as well as established authors."

—Tom Ruff, Tom Ruff Company, Manhattan Beach, CA



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News and Views

“Collaboration Is the New Competition”

editorial

Charlotte R. Pierce,
IPNE President



Opportunities for collaboration come along all the time, but as independents, we are sometimes so focused on doing it our way that we fail to see the possibilities right in front of us. We keep book projects close to our chests; we squirrel away our little brainstorm and success strategies. Sure, we may have mentors or confidantes, but putting our babies out there for wider view before they are “tanned, fit, and ready,” to quote Doonesbury, is often not in our DNA.

Let’s face it, we can be very set in our ways! We may still succeed very well on our own, thank you very much, adroitly hiring publicists, designers, printers, and other professionals as needed, and have very successful publishing businesses. It can take a leap of faith to put our trust in others and develop a relationship to the benefit phase, when it begins to boost our bottom line to the next level of magnitude.

The phrase “collaboration is the new competition” leaped out at me during a conversation with David Amerland, a bestselling author (of *Google Semantic Search* and many others) and marketing strategist. David wears his business strategies on his sleeve, and often shares his thought processes and developing ideas in a fascinating blog called Sunday Read on Google+. By opening up in public in this authentic way, he has built a reputation as an expert. David’s readers trust his opinions and buy his books. People line up to collaborate with him,

and many have, to the benefit of both parties.

Mutual benefit is the *modus operandi* of collaboration, whether the benefit takes the form of monetary gain or the emotional endorphins that come from seeing someone else succeed with our help, or a combination of both. Through well-considered collaborations with people with whom we can exchange needed resources or expertise, we can take our publishing to new heights. And you’re in the right place to find these connections. IPNE’s Annual Conference, where you may be reading this, provides a fertile ground for independent publishers and solo authors to meet others who can

“Through well-considered collaborations, we can exchange needed resources or expertise with each other and take our publishing to new heights.”

help them succeed. Even formal collaborations can also be non-monetary, so they often don’t require an investment of capital; costs and profits can be shared. Be mindful of these opportunities while you’re at the Conference and at other IPNE events!

As an organization, IPNE has always taken a collaborative approach, and this year, we’re ramping it up. Rather than competing with other writing and publishing organizations for members and event registrations, we form partnerships with them and cooperate on publicity. By building them up, we build ourselves up. Most recently, IPNE has been building relationships with organizations like the Boston Book Festival, Maine Writers & Publishers Alliance, New Hampshire Writers Project, League of Vermont Writers, Connecticut Authors & Publishers, Publishers North, Association of Publishers for Special Sales, Association of Rhode Island Authors, New England Independent Booksellers Association (NEIBA), New England

Library Association (NELA), and several others.

IPNE also establishes collaborative relationships with individual members who have expertise in publicity, writing, website management, and other skills critical to the success of a volunteer-run organization. In turn, these members get the inside track on developments in publishing, find mentors, learn by osmosis, and get to know industry experts. As volunteer at the NEIBA show last year, for example, I struck up a conversation with the owner of a bookstore in New York State, who placed an order for my *Peeragogy Handbook v.2*. Would he have ordered had we not made eye contact at NEIBA and discussed the Peeragogy Project? It's a hard book to communicate virtually; so maybe not.

IPNE's volunteer board members and project team leaders put in countless hours to shepherd and build this organization because we care about our members and their publishing success. We also individually benefit through the networking opportunities and recognition that our roles bring; it goes both ways.

Perhaps the two IPNE members who taught me the most about the value of paying it forward and being open and transparent when working in publishing teams are Tordis Isselhardt and Pamela Fenner, this year's conference coordinators and

IPNE's co-founders. We celebrated their long and productive careers and contributions to IPNE with our first-ever Independent Publishing Achievement Award at the 5th Annual Conference.

We invite you start your own mutually beneficial collaboration with IPNE and join us as a project team member, event coordinator, or board member. We are confident your service will get you started on the road to productive collaborations with a dynamic group of indies who love to help other indies!

So we encourage you to take that leap, step outside your comfort zone. So nobody's ever done an interactive book app in your genre? Find an app developer and give her your manuscript! Do your due diligence, but go out there and collaborate! At our Annual Conference and fall co-op marketing shows, at our Annual Meeting, and at many other IPNE events (*IPNE.org/events*), you'll find opportunities for fruitful collaboration.

No one of us alone has all the answers, but together we can be a publishing supergroup! There's power in our numbers when Indies Help Indies!

Charlotte R. Pierce

IPNE President

Publisher, Pierce Press

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Conference Program

Friday, September 25, 2015

Find the full schedule and speaker bios at IPNE.org

1:30 pm Exhibits and Bookstore Open • Prescott Room

2:30 pm Registration Opens • Harbor's Edge Room

3:00 Welcome, Introduction, and Announcements

3:15 pm Getting into Print: Understanding Today's Publishing Options

Tom Holbrook & Deidre Randall

4:15 2nd Annual Book Awards

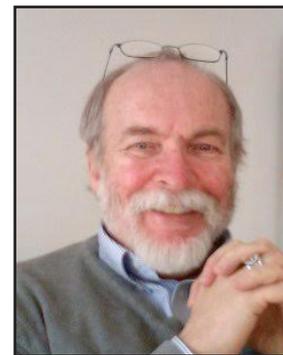
Charlotte Pierce & Pamela Fenner

5:00 Keynote Address

Reading for a Living: It Takes History to Make History

Robert Gray

Those of us who choose to be in the book trade are Time Travelers by nature, avocation and, sometimes, profession. As indie publishers seek to “make history” in the present and future, they can often draw strength and inspiration from the experiences of others traveling similar paths. Gray shares his own 35-year quest to create a professional life in the world of books, and considers what “independent” means to him.



6:00 - 8:30 Meet & Mingle Reception • Prescott Room

• Cash Bar • Exhibitors • Bookstore

Saturday, September 26, 2015

8:45 am Welcome, Introductions, and Announcements

9:00 Keynote Address

Who Holds the Power in the Book World?

Jim Milliot & Nancy Morgan Stosik, *moderated by* Angela Bole, IBPA

Once upon a time, authors and publishers – along with readers and booksellers – knew their separate places in the book world, and stuck to them. The distribution of power was uneven, maybe even unfair, but the pecking order seemed to make sense. Then, the revolution erupted and the digital transformation of books and publishing created a more level playing field. Authors and independent publishers especially rejoiced at their newfound freedom to write, publish, and sell books. As with so many revolutions, though, the change has come at a cost. In 2015, just who does hold the power in the book world and are the rulers wise and beneficent or crass and cold-hearted? Are we building a utopia for readers, or making their lives miserable?



10:00 Breakout Sessions

The Secrets of Marketing Through Partnerships: How to Get Everyone Else to Promote Your Business so You Don't Have To
Steven Porter

The Zen of Distribution: Using the Power of Others to Your Advantage
Phil Zuckerman

Writing to Sell! Targeting a Niche Audience
Amy Ray, Michelle Ollie, & Sydney Strand

10:45 Coffee Break • Exhibitors • Bookstore

11:15 Breakout Sessions

The Promise of Zero Inventory Using Print on Demand: Fact, Fiction, or Futuristic?
Nancy Morgan Stosik

Podcasting Your Writing for Fun and Acclaim
Jack B. Rochester

10 Surefire Ways NOT to Get a Book Review
Victoria Sutherland, Jim Milliot

12:00 Luncheon • Exhibitors • Bookstore

Saturday, September 26, 2015

1:15 Breakout Sessions

eBook Production and
Quality Assurance
Joshua Tallent

Getting to the Next Draft:
Revision Strategies from the
Editors
Tanya Gold, Melissa Wuske

Marketing for
the Introvert
Marcia Yudkin

2:00 Breakout Sessions

Understanding Metadata/
BISAC Subject Headings
Angela Bole

What Authors, Publishers and
Freelancers Need to Know
About Publishing Contracts
Paul Durham

The Story Goes On...
and On... and On:
Publishing a Series
George Geers

2:45 Ask the Experts Panel

3:30 Wrap Up and Final Announcements

Sessions Info

Curious about the presentations, but need details?
Learn more about our conference sessions.

---Friday 3:15 pm---

Getting Into Print: Understanding Today's
Publishing Options
Tom Holbrook and Deidre Randall

Tom Holbrook and Deidre Randall will discuss the options for authors today to get their work published. Topics will include; 1) working with a subsidy publisher, online publisher, independent publisher and trade publisher; 2) matching genre to publishing type; and 3) marketing suggestions by genre. Authors are welcome to bring a book cover idea for a quick "30-second" review from Deidre and Tom.

---Saturday 10:00 am---

Writing to Sell: Targeting A Niche Audience
Amy Ray, Michelle Ollie, and Sydney Strand

Romance, mystery, and graphic novels are currently hot sellers. Join Michelle Ollie, Sydney Strand, and Amy Ray for a lively discussion about writing, publishing, and marketing books that stay mindful of their specific audience. This presentation will give helpful information and ideas even if you write in a different genre.

Saturday continued...

Sessions Info, cont'd

---Saturday 10:00 am (cont'd)

The Secret of Marketing Through Partnerships: How to Get Everyone Else to Promote Your Book so You Don't Have To

Steven Porter

It is possible to write a book alone, but it's nearly impossible to promote, market and sell that book without the cooperation of others. In this session, you'll learn about simple, proven techniques that leverage local relationships, networking, associations, alternative markets and special events to create real book sales—fiction and non-fiction. By partnering and networking with other authors, businesses, associations and key players, you can create your own personal marketing team that spreads your message at little or no cost.

The Zen of Distribution: Using the Power of Other to Your Advantage

Phil Zuckerman

For small publishers, access to marketplace is never easy or without cost and can make one feel powerless. This session will review the powerful options that small publishers have and give helpful tips for evaluating the fit and financial impact of any arrangement.

---Saturday 11:15 am---

The Promise of Zero Inventory Using Print on Demand: Fact, Fiction, or Futuristic?

Nancy Morgan Stosik

With the ever changing dynamics of today's supply chain; digital growth, decline of physical stores, shifts in print formats, growth of self-publishing, selling globally, etc., the risks of investing in, managing, and distributing traditional book inventory has never been greater not to speak of the risks of over printing, under printing, and tying up capital in inventory.

The promise of solving these issues through zero inventory and just in time manufacture on demand holds great promise, but just how far has the technology come and is it a viable approach for IPNE publishers to consider? In this session, Stosik will provide a candid update to the opportunities today as well as possibilities for the future.

Podcasting Your Writing For Fun and Acclaim

Jack B. Rochester

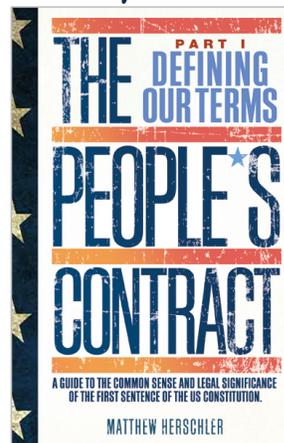
We live in a multimedia world where many listen to books. What was once called "books on tape" is now podcasting. A podcast is a spoken-word recording, fiction or nonfiction, booklovers can listen to at any time, anywhere. Podcasts are easy to produce and post to blogs and websites. From simply reading your own work to adding characters and music, there are many creative possibilities. I will teach people how to podcast in a live demonstration.

10 Surefire Ways NOT To Get A Book Review

Victoria Sutherland, Jim Milliot

2.4 billion trade books and journals are sold each year with tens of thousands of galleys, ARCs and finished copies being mailed to trade publications and other media. An editor's first impression of your submission is critical. In this session, you will hear about the process used for sorting the wheat from the chaff, other opportunities to get editors' attention, and why reviews matter more than ever!

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Sessions Info, cont'd

---Saturday 1:15 pm---

eBook Production And Quality Assurance

Joshua Tallent

Independent publishers are always looking for new ways to create amazing products that will get the attention of readers. eBooks offer some great opportunities for this, but the challenge is knowing what is possible and how to create it. In this workshop, you will learn about the current state of EPUB 3 support across different devices, about common production workflows and tools you can use, and about quality assurance practices that will ensure your eBooks have the highest quality in the industry. Bring your own questions and get solid advice on how to create amazing eBooks.

Getting To The Next Draft: Revision Strategies From The Editors

Tanya Gold, Melissa Wuske

Fiction editor Tanya Gold and nonfiction editor Melissa Wuske will give you tips on how to plan your book revision. The presentation will include tailoring your content to your audience, making your characters engaging, further developing your story and plot, identifying what to keep, and ensuring that you communicate your ideas clearly.

Marketing for Introverts

Marcia Yudkin

As introverts, quiet bookish folks have distinctive personality strengths that can be channeled into effective marketing as long as you steer clear of their equally distinctive sensitivities. This workshop describes which marketing vehicles suit introverts best - and some of them may surprise you! - along with which directives get them ducking for cover. The tips apply for you as author/publisher or as a publisher dealing with introverted authors.

---Saturday 2:00 pm---

Understanding Metadata/BISAC Subject Headings

Angela Bole

Proper metadata is essential to ensuring your book is discoverable on the web. During this session, you'll gain a practical understanding of how to format and transmit metadata in accordance with industry standards and best practices. Particular attention will be paid to the structure of ONIX feeds and the assignment of BISAC Subject Headings. Attend this session if you're ready to demystify this often misunderstood standard and get it right the first time.

The Story Goes On...And On...And On: Publishing A Series

George Geers

Publisher George Geers discusses serials, trilogies, anthologies and other stories and books that seem to have no ending. Should book one spawn book two? The serial as seen through the writer's and publisher's eyes with pitfalls, failures and joys.

What Authors, Publishers and Freelancers Need To Know About Publishing Contracts

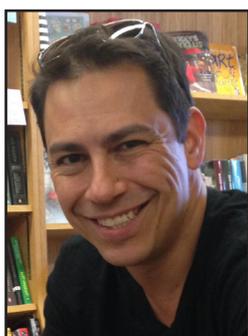
Paul Durham

The purpose of this workshop is to offer an introduction to key legal and business issues arising in the publishing environment. The workshop is presented in plain English and no legal background is required. Emphasis will be placed on the practical application of legal issues in publishing contract negotiation and review, through the examination of clauses in publishing and agency agreements; discussion of industry standards and norms; and analysis of each party's priorities and bargaining power in the deal-making process.

Get to Know Our Presenters

Conference speakers and workshop presenters are listed in alphabetical order by last name

Angela Bole is executive director of the Independent Book Publishers Association (IBPA), the largest book publishing association in the U.S. serving small presses and self-published authors. IBPA's mission is to lead and serve the independent publishing community by providing advocacy, education, and tools for success. Prior to joining IBPA, Angela served two years as deputy executive director of the Book Industry Study Group (BISG). Angela holds a Masters of Science in Book Publishing from New York University and currently serves on the board of directors for BISG and IDPF, the International Digital Publishing Forum. She lives in Redondo Beach, California where she rides her bike to work as often as possible.

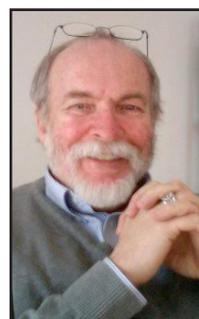


Paul Durham is an award-winning novelist for young readers. His debut novel, *The Luck Uglies* (HarperCollins), was named a 2015 ALA Notable Children's Book. Paul was previously a shareholder at Sheehan Phinney Bass + Green in Manchester, NH where he founded and chaired the firm's Entertainment, Media and Publishing Law Practice Group. He is now a frequent speaker on the topics of publishing law and writing.



George Geers is a journalist and book publisher. He began his daily newspaper career in Dover, N.H., and has been editor of papers in Massachusetts, Connecticut and New Hampshire. In 2000, he returned to his hometown of Concord, N.H., to form Plaidswede Publishing, which specializes in New Hampshire and New England books. He has served as president of the N.H. Writers' Project.

Tanya Gold (www.TanyaGold.com) is an independent editor, writing coach and publishing project manager based in Cambridge, Massachusetts. She works on fiction and non-fiction manuscripts, and technical content. Tanya has 15 years of experience in publishing and an MA in writing. She enjoys helping authors develop their stories, polish their language, develop their writing skills, and navigate the complex world of publishing. It has been suggested that she owns too many dictionaries for her own good.



Robert Gray is an editor and weekly columnist at *Shelf Awareness*. He has written for numerous publications, ranging from *Tin House* to *Alfred Hitchcock's Mystery Magazine*. From 1992 until 2006, he was a bookseller and buyer at the Northshire Bookstore in Manchester Center, Vt. Prior to that, he worked as managing editor at *Sailboard News*, a windsurfing trade magazine. He has an MFA in Writing and Literature from Bennington College and lives in Saratoga Springs, N.Y.

Tom Holbrook is a founder and co-owner of RiverRun Bookstore, an independent bookstore serving downtown Portsmouth for more than twelve years. For the last three years he has also been the managing director of Piscataqua Press, an imprint of RiverRun Bookstore that assists independent authors in bringing their work into print. He lives in Portsmouth with his wife and daughter.





Jim Milliot is editorial director of *Publishers Weekly* and vice president of PWxyz, the company that acquired PW from Reed in April 2010. Jim has been with PW for 22 years, starting as the business and news editor, topics he still covers today. Prior to joining PW, Jim was executive editor at Simba Information, a publisher of newsletters and market studies on various media segments, including trade and educational book publishing. Simba's flagship publications were *BP Report* and *Educational Marketer*, for which Jim served as editor from 1983 to 1993. Jim also served on the statistics committee of the BISG and is now a board member at IBPA.



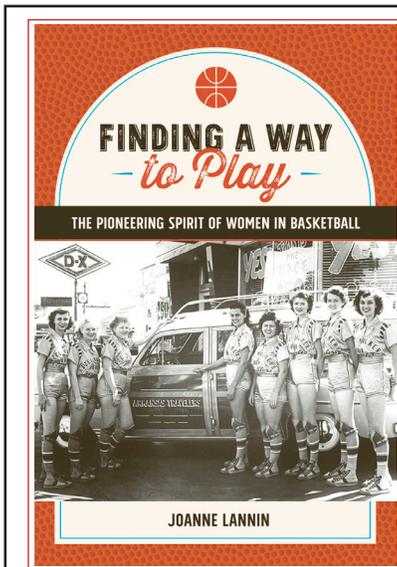
Steven R. Porter is the founder and president of the Association of Rhode Island Authors (ARIA) and is the author of two critically-acclaimed independently published novels. Steve has been involved in the publishing industry since the 90's when he served as director of advertising and public relations for Lauriat's Bookstores that operated over 100 stores along the east coast. In 2014, he and his wife established Stillwater River Publications to guide local writers on their own publishing journeys.

Michelle Ollie (cartoonstudies.org) is cofounder of The Center for Cartoon Studies (CCS), a two-year MFA and certificate school and studio, based in Vermont. Prior to CCS Ollie was a director and faculty at Minneapolis College of Art and Design, taught for New York Institute of Technology's graduate business program, and was the development manager for Banta Corporation (now RR Donnelley).



Deidre Randall is the CEO of Peter E. Randall Publisher, a full-service custom publisher located in Portsmouth, NH. Since 1970 the publishing house has produced more than 500 books; ranging in subject from history, biography, and children's to photography and memoir. Deidre coordinates all book projects, distribution and marketing efforts for each title. She has a M.Ed. in Business

Administration from Antioch New England Graduate School. She is community radio host, an award-winning songwriter, and a poet.



Finding a Way to Play

The Pioneering Spirit of Women in Basketball

By Joanne Lannin

Finding a Way to Play is chock full of stories about women who have overcome societal challenges and personal struggles to play the game they love. You will read about:

- * Early pioneers who played despite concerns about risks to their health and femininity
- * Black and Native American women who endured racial discrimination as they searched for opportunities to play
- * Lesbians who hid their identities for fear of being denied the chance to play
- * Older women who ignore aches and pains to rediscover the joys of a childhood passion.

Readers will come away with an understanding of the roads women have traveled to bring the game into the future. Those who grew up before Title IX may find themselves or loved ones in the stories of women who kept the earliest flame alive.

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Amy Ray, after years of running her own business, was ready to let her imagination soar. The result was her mystery/thriller, *Dangerous Denial*, about which Kirkus Reviews wrote, "Ray takes her time establishing her characters, including the bad guys, and with a rousing, indelible payoff, it's well worth it." Ray also has a short story featured in *Love Free or Die* (Plaidswede Publishing, 2015.) Find out more at www.WriterAmyRay.com.



Victoria Sutherland is the founder and publisher of ForeWord Magazine, Inc., director of Children's Books USA, and managing partner of Champagne Rights Agency. Throughout her career, which includes twenty five years of magazine publishing for consumer and business-to-business properties, Victoria has concentrated on building communities through an advocacy/service approach: matching synergies and lines of support between publishers, vendors, libraries, booksellers, agents, and other key constituencies of the publishing community.



Jack B. Rochester Jack B. Rochester has worked in publishing his entire career as an editor, publisher and writer. He's written 12 nonfiction books, including the national bestseller *The Naked Computer*. His first novel, *Wild Blue Yonder*, was published in 2011, and its sequel *Madrone* in 2014. *White Bike* will be published this fall. Jack is founder of Fictional Café, an arts website publishing fiction, poetry, art and photography at www.fictionalcafe.com

Joshua Tallent, the Chief eBook Architect at Firebrand Technologies, is a well-known eBook expert and teacher. He serves on multiple industry working groups and teaches at publishing conferences year-round. Joshua provides consulting and training services, helping publishers understand their content better. He and his team are also the creators of FlightDeck, the most robust EPUB quality assurance tool available. Find him online at www.ebookarchitects.com, or on Twitter @jtallent.



Joshua provides consulting and training services, helping publishers understand their content better. He and his team are also the creators of FlightDeck, the most robust EPUB quality assurance tool available. Find him online at www.ebookarchitects.com, or on Twitter @jtallent.



Nancy Morgan Stosik leads Ingram Content Group's Independent Publisher team. This team focuses on small and midsize publishers, educating and assisting them in how best to utilize Ingram's POD, digital and global distribution services to maximize their revenue.



Before joining Ingram, she served as Director of Retail e-Media for Lehar-Friedman, and then later launched and led the Association Media Network division of an association software company.

Melissa Wuske has been freelancing since 2011. Prior to that she was an editor at Writer's Digest Books. She specializes in holistic edits of nonfiction trade books, including how-to, self-help, reference, and memoir. She partners with independent authors to make sure their books convey their expertise to their desired audience. She also copy edits and proofreads for publishers, writes book reviews, and edits articles for magazines and websites. (www.MelissaAnneWuske.com)



Sydney Strand is a former newspaper columnist, magazine editor, and NY-published writer of young adult books. That was then. Now, she has self-published six stories over the last one-and-a-half years, and she has learned more in those one-and-a-half years than in the four years she spent writing and publishing two NY-published books. She has also slept less, too.



Marcia Yudkin is the author of 6 *Steps to Free Publicity*, now in its third edition, and other nonfiction books for HarperCollins and Penguin USA, as well as commentaries for NPR radio. Since 2011, she has focused on coaching introverts in marketing and branding techniques that highlight their strengths and fit their likes and dislikes. Her *Marketing for Introverts* is available on Kindle, Audible and Udemy.



Phil Zuckerman is the founder and president of Applewood Books. Located in Carlisle, Massachusetts, Applewood was founded in 1976. Over the years the company has employed a number of different distribution models-- being distributed and now distributing others. In addition to his work with Applewood, Phil is also a business advisor for the Goldman Sachs 10,000 Small Businesses national program.



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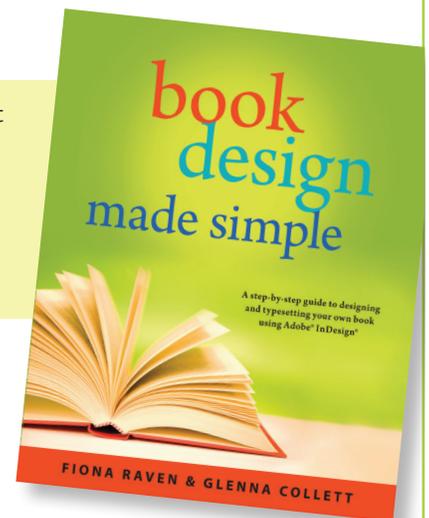
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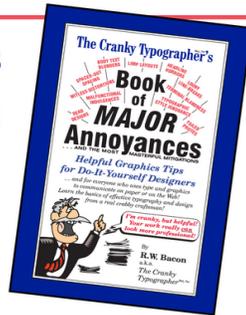
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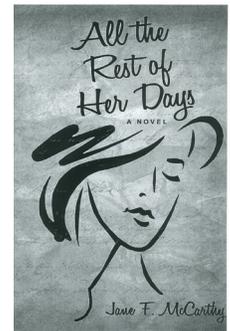
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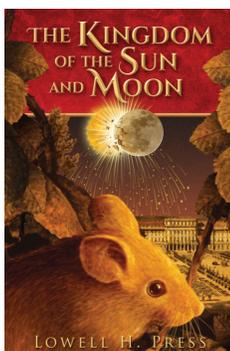
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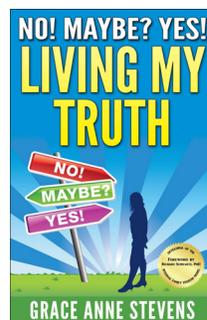
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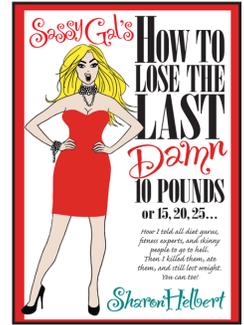
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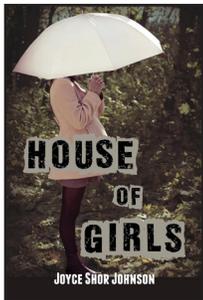
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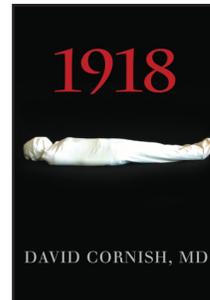
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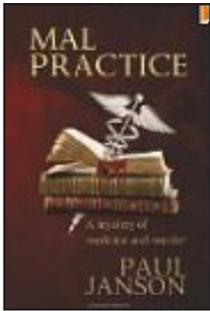
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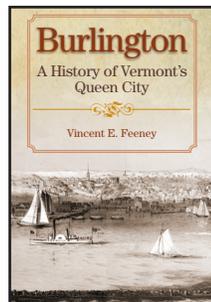
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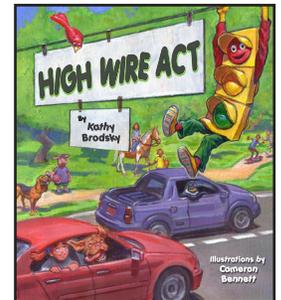
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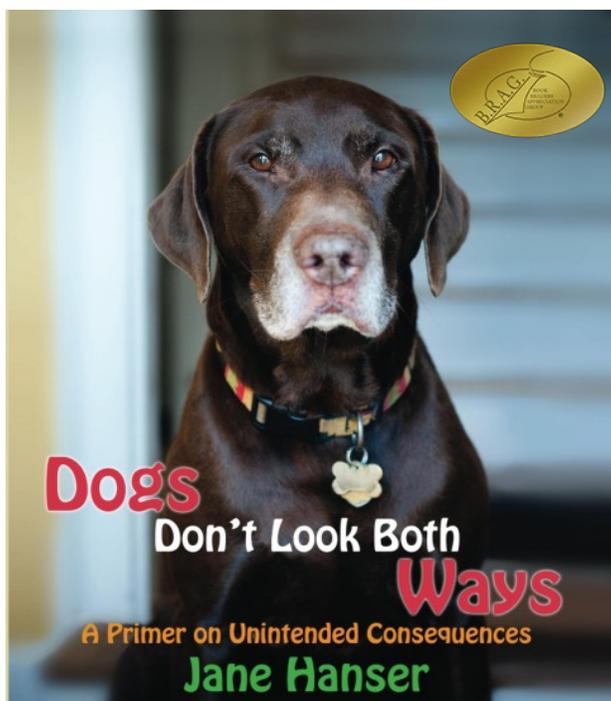
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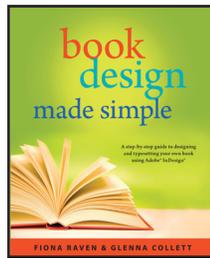
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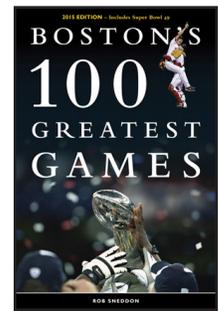
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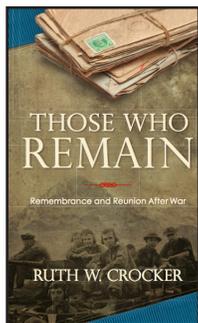
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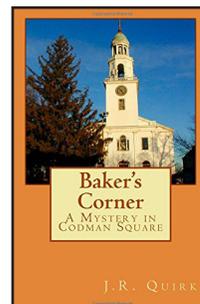
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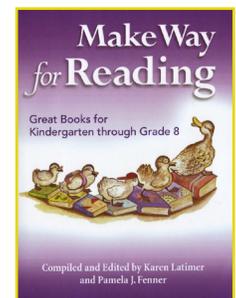
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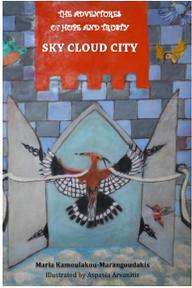
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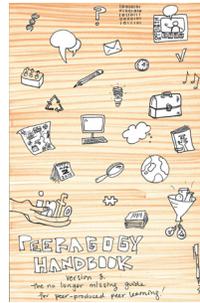
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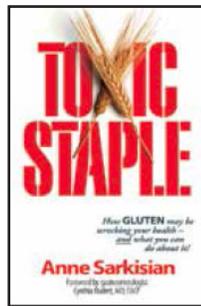
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by Anne Sarkisian

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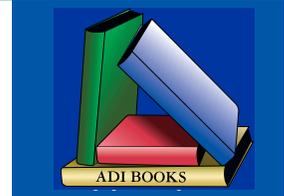
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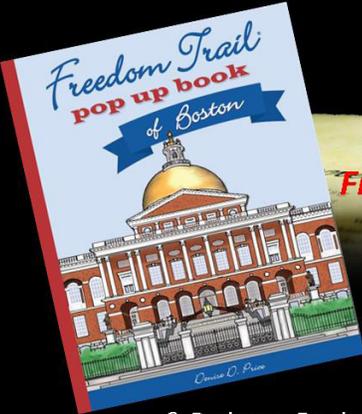
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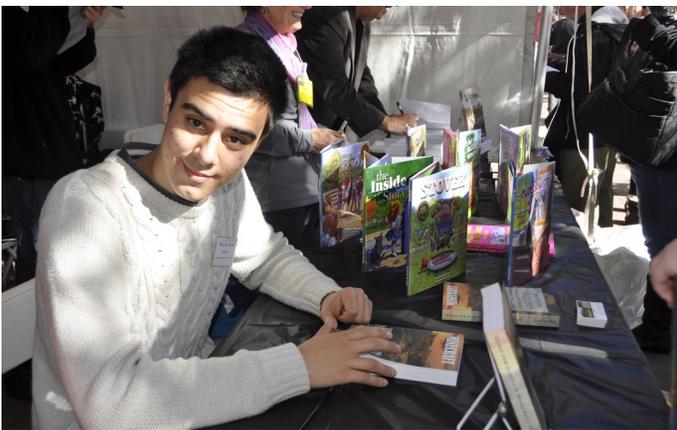
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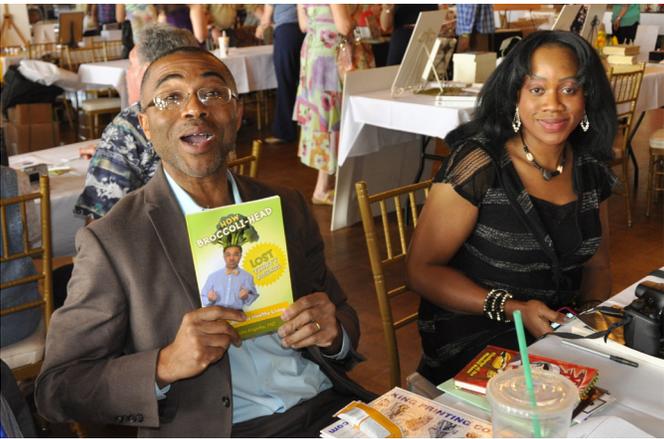




IPNE About New England

Left, top to bottom, at the Boston Book Festival: IPNE members Jennifer Delaney; Gail Harris & Steven R. Porter; Sean Fay Wolf; Kathy Brodsky & Joel Watkins.

Right, top to bottom: Member Mitchell Bragg and IPNE intern Caitlin Morrow at the New England Authors Expo; and Pamela Fenner, Michaelmas Press with Cevin Bryerman, Publishers Weekly.



The Year at IPNE

Right column, top to bottom: Susan Gaylord, author of the Spirit Books, at the New England Authors Expo; Jennifer Delaney, Judith Rosen, Pamela Fenner & Steven R. Porter at NEIBA; members of the IPNE Metro Boston Branch take a selfie.

Left column, top to bottom: Steven and Dawn Porter of the Assn. of RI Authors run the conference bookstore; IPNE members at the NEAE; Author & professor Tom Woll with Angela Bole of IBPA; and members at IPNE's Metro Boston branch.



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