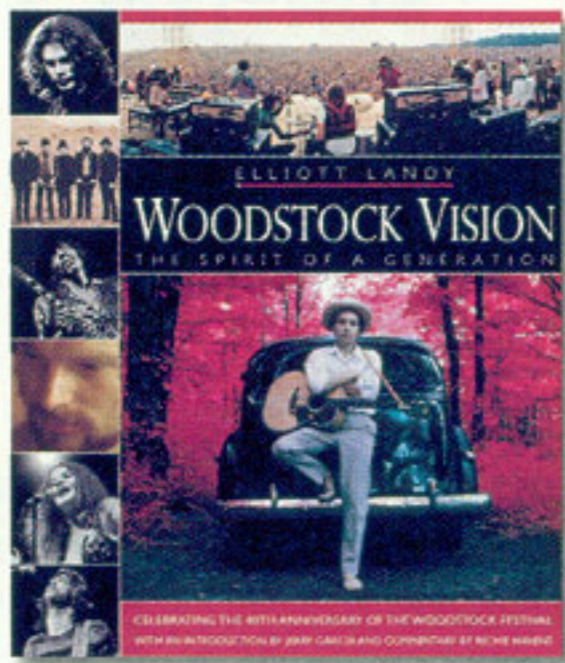


Tripping Back to 1969

The year 1969 evokes an iconic era of art, music and culture that performing arts publisher Hal Leonard will celebrate at BEA.

"Nineteen sixty-nine was the year when everything changed in popular culture in America," says publicity and marketing manager Diane Levinson. "As the foremost publisher of books on the performing arts, we knew we had to do something really special to celebrate this anniversary."

The publisher is showcasing several high-profile 1969-themed books, including *Levon Helm's Midnight Ramble* by Paul La Raia (Oct.),



featuring a photographic record of jam sessions held in the storied Woodstock studio, and *By the Time We Got to Woodstock: The Great Rock 'n' Roll Revolution of 1969* by Bruce Pollock (Sept.), offering a

"fast-paced, fun, and sometimes brutal look" at the year. There will also be a limited number of galleys available for official Woodstock Festival photographer Elliott Landy's lavish photography book *Woodstock Vision* (June), which features a mix of iconic performance images and candid photos. Many authors will be available

in the publisher's booth (4477) during the weekend.

In addition, Hal Leonard has put together a deluxe gift box of 1969-themed items including a signed, framed Landy photograph; copies of *Woodstock Vision* and a CD of music handpicked by Pollock titled *I Want to Take You Higher*; DVDs; playbills; mementos of the moon landing; *Sesame Street*; and more. Attendees can drop by the publisher's booth anytime during the show to enter to win, and the winner will be notified after BEA.

"We're so honored to have both photographer Elliott Landy and rock journalist Bruce Pollock in our booth during BEA, and we hope everyone comes by to meet them and enter our prize drawing, which I've had a blast putting together, by the way—thank you, e-Bay!" says Levinson. —Gwenda Bond

The Good Fight

When Carolyn Rubenstein was in her early teens, she volunteered at Camp Sunshine, a special retreat for children with life-threatening illness. Her interactions with the teenage campers, whose lives had taken a radically different turn from hers, had a profound effect.

Her book, *Perseverance: How Young People Turn Fear into Hope—and How They Can Teach Us to Do the Same* (Tor), is an inspirational story about the joys of living in the moment, courage in the face of extraordinary challenges and the power of love. It profiles 20 college students who have survived childhood cancer and the life lessons their stories contain. "They have an incredible ability to give of themselves without asking for anything for themselves," she says.

Rubenstein has also given much. At Camp Sunshine, she observed that many of the campers felt abandoned by their peers. "I noticed their friends just weren't there." To make a difference, she started Carolyn's Compassionate Children (CCC), a nonprofit pen pal program connecting cancer patients and "regular" kids. "Just knowing that someone on the outside world knew what they were going through and could talk to them about being a normal kid was huge for them."

She later steered CCC's mission toward helping survivors, many of whom became close friends, attain college scholarships. "A lot of my friends had amassed \$1 million in medical debt, and their grades were not great since they missed so much school." To date, CCC has awarded 80 scholarships to childhood cancer survivors. All proceeds for *Perseverance* will go to Carolyn's Compassionate Children

(www.ccscholarships.org) and the Chordoma Foundation (www.chordomafoundation.org).

Rubenstein signs galleys today, 12:30–1:30 p.m., at Table 12.

—Karen Jones



Rubenstein made a difference for many.

One-on-One Opts

In the spirit of "speed dating," Perseus Book Group is organizing its first BEA "Bookseller-Publisher One-on-One." In quick 15-minute chunks of time scheduled from 3 to 4 p.m. today (booths 4222, 4227, 4335), independent booksellers will have an opportunity to brainstorm about mutually beneficial ideas with representatives of four of the group's imprints—Da Capo, Basic Books, Public Affairs and Running Press.

The idea is to offer a more intimate, somewhat unstructured setting. Group marketing manager Agustina Casal explains, "The publishers and publicity directors from each of the four imprints will sit with them and talk about what's hot, potential bookstore events, promotions and so forth. Our imprints value so much the expertise and knowledge that independent booksellers have, and they want to pick their brains and understand what sort of author events we can do in their bookstores that would work. Plus, we've got a lot

going on in our booth and wanted to be sure that we carved out time for the independents." Each participating bookseller will receive a certificate for \$50 worth of co-op (and, Casal notes, perhaps an even larger draw—free chocolate.)

John Sherer, publisher of Basic Books and a former bookseller himself, is strongly behind the idea, which he believes will shield Perseus from becoming a victim of its own success. Sherer says, "As a bookseller for 10 years, I always found the larger publishers' booths to be the most difficult to negotiate. They were frequently overwhelming in their presence and layout, so I ended up spending more time at medium-sized houses where there was more of a 'one-on-one' feel. I've been worried that Perseus has grown so fast that we now have the presence of a very large corporation, and a bookseller new to the show could easily be intimidated by the sheer size of our booth footprint. This program gives booksellers a roadmap, an introduction, that shows them how to negotiate the new Perseus." —Natalie Danford

SelectBooks' Select Authors

Growing independent publisher SelectBooks hopes to bring attention to several of its recent and forthcoming titles at BEA this weekend.

"BEA is always an amazing and eye-opening experience," says Kenichi Sugihara, SelectBooks marketing director. "We welcome all the attendees to our hometown of New York City and hope you will drop by to say hello."

The publisher will be part of booth 3240, in the Midpoint Trade Books area. The publisher's lead title is Ziad Khoury's *Frontline Profit Machine* (June), aimed at businesses and managers looking to increase profitability without expanding sales or services. Khoury signs today at 11 a.m. at Table 26 in the autographing area, and at 3:30 p.m. in the Midpoint Trade Books booth.

Dr. Mary Renna, author of *Medical Truths Revealed!* (Jan. 2009), will also be on hand to promote her book dealing with a variety of con-

troversial public health topics such as childhood vaccinations and hormone and antibiotic use in the food supply. She signs today at 4 p.m. at Table 26 in the autographing area.

The publisher plans to attend awards ceremonies for both the Foreword Book of the Year Award and the Independent Book Publishers Association's Benjamin Franklin Awards, both of which chose Dr. Alan Brightman's



Khoury signs twice today.

DisabilityLand—released last year by SelectBooks—as a finalist.

Even with such an active slate, Sugihara is looking forward to the weekend. "The opportunity to see all the new products out and especially to meet all the people from our industry

face to face make this gathering priceless," says Sugihara.

—Gwenda Bond

IBS Aims at Back-End Needs

IBS, a Sweden-based business-software company with offices in 21 other countries, is making a big push for its IBS Bookmaster software solution at BEA (2582). Bookmaster is IBS's back-end software for book publishers and distributors, allowing companies to track the progress of titles from acquisition through returns. The integrated software is designed to handle publishing-specific activities,

including royalties, editorial, production, course adoptions and book club sales. It also includes aspects of IBS's other business software, designed for common big business functions like warehouse management.

Firebrand Technology is a competitor making comparable back-end publishing software popular with many U.S. publishing companies. IBS will be trying to swing new

clients toward Bookmaster, which the company claims will help publishers and distributors increase "revenues, market share, process efficiency and most importantly, overall profitability, by changing to the latest publishing-specific business technology."

IBS Bookmaster clients include Elsevier, HarperCollins, Harvard University Press, McGraw-Hill, Pan Macmillan, Penguin, Simon & Schuster and Yale University Press.

—Craig Morgan Teicher