



Mild? Hot? On Fire!

What's the state of your
authoring career?

Spice Up Your Writing in Buffalo
2007 TAA Conference on Text
and Academic Authoring



TEXT AND ACADEMIC AUTHORS ASSOCIATION

Conference Program

Hyatt Regency Buffalo | Buffalo, NY | June 22-23

TEXT AND ACADEMIC AUTHORS ASSOCIATION 2007 CONFERENCE ON TEXT AND ACADEMIC AUTHORIZING

JUNE 22-23, Hyatt Regency Buffalo, Buffalo, NY

Welcome to TAA's 2007 Conference on Text and Academic Authoring! Thank you for attending this year's expanded conference, which includes two concurrent tracks, one on textbook authoring and one on academic authoring, 10 moderated Roundtable Discussions, and more networking opportunities. We hope this year's conference ignites your authoring career by providing you with the tools and connections to further your writing, be it a textbook, a CD-ROM, a scholarly journal article, academic book, dissertation, or some other form of scholarly writing.

We hope you like the changes and welcome your feedback. Please fill out the **Conference Evaluation Form** included in your conference bag and leave it at the Registration Desk before you leave on Saturday.

CONFERENCE PROGRAM GUIDE

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at Hyatt Regency Buffalo

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2007 TAA CONFERENCE COMMITTEE MEMBERS

Toby Block

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Mattie Rhodes

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Mary Kay Switzer

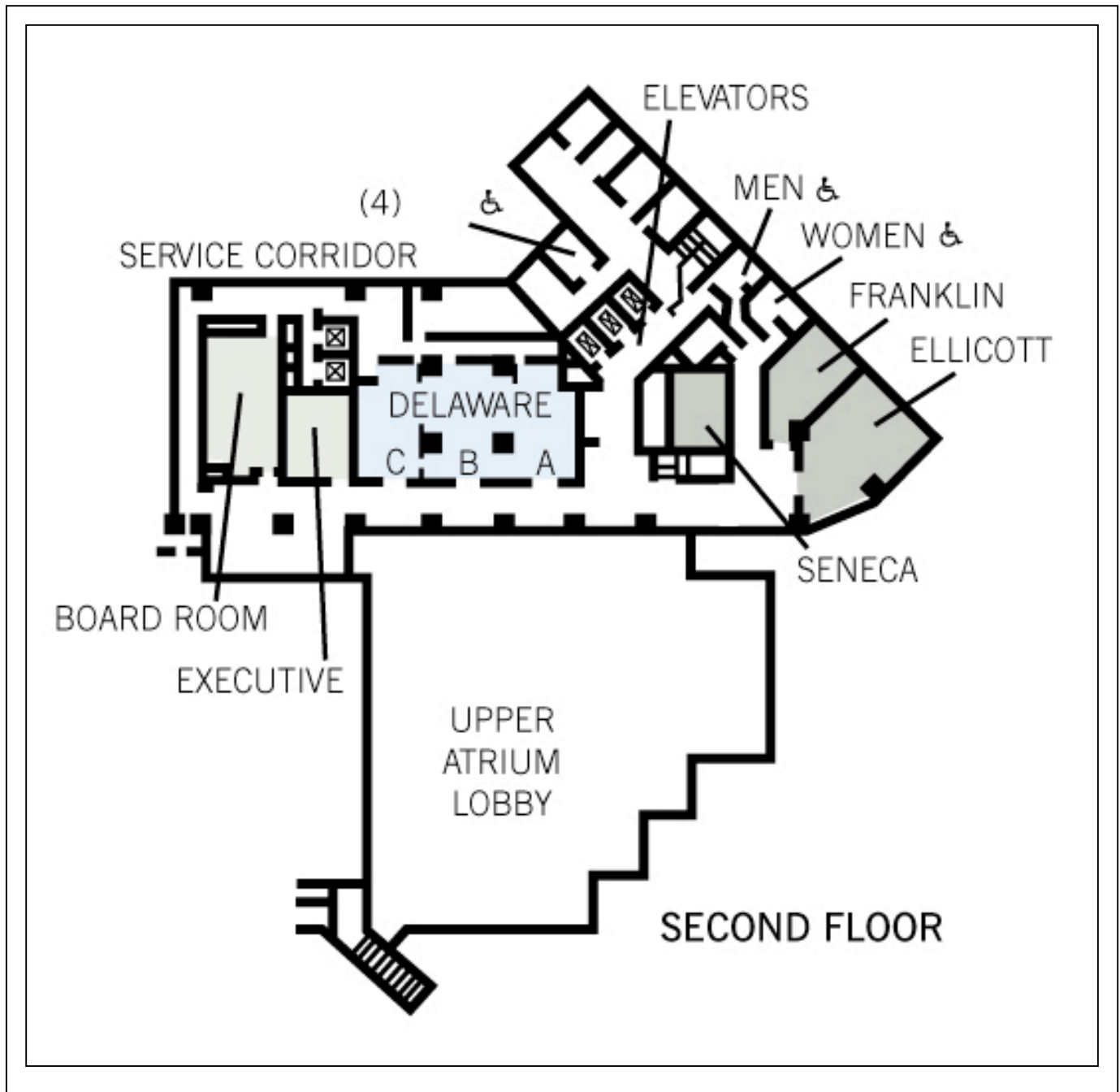
Christopher Stream

Karen Timberlake

Tamara L. Wandel

**Thank you for your help and
guidance in planning this
year's conference!**

The TAA Conference will be held on the 2nd Floor of the Hyatt Regency Buffalo. All general sessions will be held in the **Delaware Room**. Breakout sessions will be held in the **Ellicott Room**. See the Conference Program on pages 3 and 4 for specific room assignments. Mentoring sessions and one-on-one sessions with an authoring attorney or literary agent, will be held in the **Board Room**. The Awards Luncheon will be held in the **Delaware Room**. The Roundtable Discussions Luncheon will be held in E.B. Green's, a restaurant off the Hyatt lobby.



**2007 TAA Conference on Text and Academic Authoring
Hyatt Regency Buffalo, Buffalo, NY, June 21-23****THURSDAY, JUNE 21 2nd FLOOR HYATT REGENCY BUFFALO**

8 a.m.-5 p.m.	TAA Council Meeting - Board Room Continental Breakfast 8 a.m. - 9 a.m. and Council meeting starts at 9 a.m.	
6 p.m.	TAAF Foundation Board Meeting	Dinner at The Anchor Bar
7 p.m.	TAAF Foundation Dinner - Ellicott Room By invitation	

FRIDAY, JUNE 22 2nd FLOOR DELAWARE/ELLICOTT ROOMS

7:30-8:00 a.m.	Registration/Continental Breakfast/Networking	
8:00-8:15 a.m.	Welcome - Delaware	
8:15-8:45 a.m.	General Session - Delaware "Buffalo, NY Geo-Primer"	
8:45-9:45 a.m.	General Session - Delaware Keynote: "Made to Stick: The Six Hooks of Successful Ideas"	
9:45 -10:15 a.m.	Break/Networking/Keynoter Book Signing	
10:15-11:15 a.m.	General Session - Delaware "Writing Outside the Academic Box: Alternatives to Articles and Books as Usual"	
11:15-11:30 a.m.	Break	
11:30 a.m. -1:00 p.m.	2007 TAA Awards Luncheon -- Delaware	
1:00-1:15p.m.	Break/Networking	
1:15-2:45 p.m.	Textbook Track -- Ellicott "Writing Textbooks for K-12 Students"	General Session -- Delaware "Blackboard/Course Genie Virtual Presentation"
2:45-3:45 p.m.	Textbook Track --Delaware "Secrets to Successful Contract Negotiations"	Academic Track -- Ellicott "Secrets of a Scholarly Journal Editor"
3:45-4:15 p.m.	Snack Break/Networking Snack Break is sponsored by Lennie Literary & Author's Attorney	
4:15-5:15 p.m.	Textbook Track -- Ellicott "Preparing an Animation CD-ROM to Accompany Your Textbook"	General Session -- Delaware "Google Book Search: Opportunities for Academic Publishers and Authors in the Online Channel"

FRIDAY, JUNE 22, CONT.

5:15-6 p.m.	Hospitality Suite -- Room 1501
6:10-10 p.m.	Networking Event: Dinner cruise aboard the Grand Lady Meet in the hotel lobby at 6:10 p.m.

SATURDAY, JUNE 23 2nd FLOOR DELAWARE/ELLICOTT ROOMS

7:30-8:00 a.m.	Continental Breakfast/Networking	
8:00 -8:15 a.m.	Welcome -- Delaware	
8:15-9:15 a.m.	Textbook Track -- Delaware "Preparing the Next Edition: Managing Change Through Nine Editions"	Academic Track -- Ellicott "Editing a Collective Volume of Papers From a Conference"
9:15-10:15a.m.	Textbook Track - Delaware "A Play of Words: Acting Out Contract Negotiations"	Academic Track -- Ellicott "Elements of a Successful Peer Review Process"
10:15-10:45 a.m.	Snack Break/Networking Snack Break is sponsored by Lennie Literary & Author's Attorney	
10:45-11:45 a.m.	Textbook Track -- Delaware "Using Pedagogical Aids"	Academic Track -- Ellicott "Publish Your Dissertation as a Book"
11:45 a.m. -1:15 p.m.	Roundtable Discussions Luncheon E.B. Green's (off Hyatt lobby)	
1:15-2:15p.m.	General Session -- Delaware "It's 2007. Do You Know Where Your Editor Is?"	
2:15-3:15 p.m.	General Session -- Delaware "Book Indexing Basics"	
3:15-3:45 p.m.	A Look Ahead to 2008 - Delaware	
4:15-8:30 p.m.	Niagara Falls Tour Meet in Hyatt Lobby at 4:15 p.m.	
5 p.m. - ?	Hospitality Suite - Room 1501	

CONFERENCE ACTIVITIES

9 a.m.-2 p.m.	Buffalo, NY Waterfront Tour Meet in hotel lobby
1:30-4 p.m.	Karpeles Manuscript Museum & Library - Walt Disney Exhibits Meet in hotel lobby for cab ride at 1 p.m.

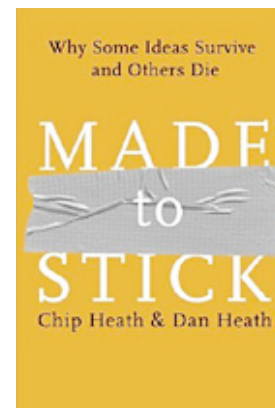
Friday, June 22, 8:45 a.m. to 9:45 a.m.

Dan Heath, co-author of the *New York Times* bestseller, *Made to Stick: Why Some Ideas Survive and Others Die*

“Made to Stick: The Six Hooks of Successful Ideas”

Simplicity-Unexpectedness-Concreteness-Credibility-Emotions-Stories

Many essential messages don't stick. In his presentation, Dan Heath will discuss the above six principle tools that can help us make our own messages stick with people that hear or read them. What all good educators want is for their message to stay with people and motivate them to act. The presentation looks at "naturally sticky ideas" and is based on a book coauthored by Heath and his brother Chip, *Made to Stick: Why Some Ideas Survive and Others Die*, which was published by Random House in January 2007, and made the *New York Times* bestseller list.



About Dan Heath:

Heath is a Director at Duke Corporate Education, the world's #1 provider of custom executive education (as ranked by *BusinessWeek* and the *Financial Times*). His roles include developing and designing curriculum, teaching, and working closely with clients to ensure their business outcomes are met. He has worked with clients such as Microsoft, Wal-Mart, BAE Systems, and Brown Brothers Harriman. Before joining Duke CE, Heath had a fellowship at Harvard Business School, where he conducted field research and developed cases for several professors in the Entrepreneurial Management unit. Heath co-authored 10 HBS cases that are now in use in business schools across the nation.

Prior to Harvard Business School, Heath co-founded a company called Thinkwell in Austin, TX. Thinkwell produces innovative new-media college textbooks that incorporate new approaches to learning: multimedia rather than print, interactive rather than static, engaging rather than encyclopedic. Heath managed the editorial and marketing departments of Thinkwell and won several Addys and a NewMedia Invision Award for his marketing campaigns. Thinkwell has been operating successfully since 1997. Heath has an MBA from Harvard Business School and a BA in the Plan II Honors Program from the University of Texas at Austin.

Heath will be signing copies of his book following the keynote.

CONFERENCE SPONSORS



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Friday, June 22

"Geo-Primer for Buffalo/Niagara Falls Region"

8:15 a.m. to 8:45 a.m.

ROOM: DELAWARE

Presenter: Robert Christopherson, Professor Emeritus of Geography at American River College in Sacramento, and author of three best-selling physical geography texts, including *Geosystems*

Robert W. Christopherson will kick off the 2007 TAA Conference with his traditional overview of our host city and region, Buffalo, New York. Learn about Lake-effect snowfall. See a time in 1969 when engineers turned off the flow over the American Falls at Niagara to inspect the cliff face.

"Writing Outside the Academic Box: Alternatives to Articles and Books As Usual"

10:15 a.m. - 11:15 a.m.

ROOM: DELAWARE

Presenters: David Triggler, University Professor and a SUNY Distinguished Professor at the State University of New York at Buffalo; Dr. Andrew Johnson, Professor of Holistic Education in the Department of Special Education at Minnesota State University, Mankato; Jeannette Ludwig, Associate Professor of French Linguistics, University of Buffalo

David Triggler will discuss how multiple authorship (the norm in scientific writing) can help explain the stilted, passive and homogenized character of most articles in scientific journals. Triggler will show how articles with multiple authors can be more seamlessly and concisely written, so that they are more engaging to the general public, and not just to the scientists who might normally read scientific journals.

Dr. Andrew Johnson will describe how to approach academic writing from a teaching perspective. Entering a teaching mode enhances the readability of your writing. Dr. Johnson will present techniques for developing a writer's ear and strategies for getting a sense of audience by examining readers' knowledge base and predisposed ways of thinking. He will also explain how to present old ideas in new venues; that is, how to enter a teaching mode in order to describe and apply ideas outside your normal area of expertise.

Jeannette Ludwig will provide participants with a philosophy and a toolkit for saying what needs to be said...and nothing more. As the Zen master Shunryu Suzuki said, "What is it that's not extra?" Academic writing is often mired in jargon, personal spin, and fillers. While specialized terms and an indication of one's stance are appropriate, it is easy to overdo — particularly in today's linguistic environment, which increasingly blurs the lines between oral and written communication. Zen approach to writing takes a hard look at context and posture toward the material; it values simplicity and directness.

"Blackboard/Course Genie Virtual Presentation"

1:15 p.m. to 2:45 p.m.

ROOM: DELAWARE

Presenters: Matt Wasowski, Director of Marketing at Horizon Wimba Andrew Rawson, Content Partnerships Group, Blackboard, Inc.

Put your own Word documents online with Course

Genie You have Word documents but you can't easily put them online. Now you can. Course Genie allows faculty to quickly and easily convert their Microsoft Word documents into content for their Blackboard, WebCT, and other online courses. From one Word document you can generate a set of webpages that include navigation and interactive features (such as quizzes, flashcards, and media files) which can quickly be uploaded to your course. This virtual presentation by **Matt Wasowski** via Wimba's Live Classroom will demonstrate just how easy it is to use Course Genie for your content creation needs.

Navigating the Digital Discovery Path: Connecting Content Providers and Content Users Search, Find, Use — the steps are simple enough, but the process for identifying and utilizing quality digital content is not always as straightforward as it could be. The tools of the Internet bring with them other complications, such as accuracy, permissions, formatting and integration, and standards. What models currently exist for the communication and transmission of quality digital content solutions? The Content Showcase[™], Blackboard's complete online search and delivery system for digital content, provides a seamless discovery path and secure channel for the adoption of publisher content formatted for use within the Blackboard Learning System[™]. This presentation will focus on Blackboard's current content discovery path and discuss possible improvements and future innovations, both for content providers and content users.

"Google Book Search: Opportunities for Academic Publishers and Authors in the Online Channel"

4:15-5:15 p.m.

ROOM: DELAWARE

Presenter: Chris Palma, Strategic Partner Development Manager for Google Book Search

Digital technology is opening new vistas in publishing, offering fresh opportunities to discover, develop and expand markets online. With more and more readers turning to the Internet to find information, publishers and authors are seeking new ways to capture their interest and meet their needs. How are readers discovering books online, and what do they want? Learn how publishers and authors are monetizing the "long tail" of academic books, breathing new life into backlist, lightly marketed or out-of-print titles.

Saturday, June 23**"It's 2007. Do You Know Where Your Editor is?"**

1:15 - 2:15 p.m.

ROOM: DELAWARE

Presenters: Diane Feldman, Principal, AuthorCraft Editorial Services & Christopher Kenneally, Director of Author Relations for the Copyright Clearance Center (CCC)

In publishing today, accelerated publication timelines, corners cut enough to make a stone bleed, and overworked, undertrained staff can mean that your book or manuscript may not receive the editor attention that you and your audience expect. To ensure the best results for all your hard work, you should know what to expect from editors, how best to communicate with them, and how to recognize the signs that you should look for your own editor.

The presenters will engage participants in a lively discussion about working with editors to facilitate writing projects and enhance the final results.

Participants will learn:

- The different types of services that editors provide
- The editorial services typically provided by publishers of books, journals and other publications
- How to communicate with editors and establish the level of editorial service to be provided
- When to seek editorial assistance for a writing project and where to look
- The cost of editorial services and how to get the most value for your editorial budget

"Book Indexing Basics "

2:15 - 3:15 p.m

ROOM: DELAWARE

Presenter: Seth Maislin, Freelance Indexer and Consultant, Focus Information Services, President of the American Society of Indexers

Quality indexing, in both print and online media, comes down to a few simple concepts. By understanding these core concepts, both your indexing and your writing will improve. In this presentation, the audience will learn all the basics of indexing in a very short amount of time: information analysis, conceptual relationships, page numbers, cross references, language choices, sorting, tools, usability, and business issues. In the end you'll unleash your latent love for indexing ideas, absorb the fundamentals of writing an index, learn how to judge index quality for yourself, and truly grasp why good indexes add so much value to their books.

This session is for authors, editors, readers and potential indexers. You'll learn: the basics of quality indexing; the first steps toward writing an index by yourself, as well as guidelines for effective index evaluation; practical information about the indexing process and business; and come away with a better appreciation of the value of indexing.

"I have some hands-on exercises that always inspire discussion," said Maislin. "My presentation is an engaging forum for those never-before-asked questions. I'm not afraid to talk about the MONEY part of indexing, and that usually perks people up."

TEXTBOOK TRACK**Friday, June 22 & Saturday, June 23****"Writing for K-12 Students "**

Fri., June 22, 1:15 - 2:45 p.m. ROOM: ELLICOTT

Presenters: Dr. Molefi Kete Asante, a Professor in the Department of African American Studies at Temple University, and the author of several academic books and the successful high school textbook, *African American History: Journey of Liberation*; Don Collins, former managing editor of the nation's best-selling Pre-Algebra text and author and co-author of several mathematics textbooks; Monica Gilligan, former chair of a curriculum committee for a rural school district, and currently teacher of Composition at SUNY Brockport; Charles Williams, Professor of Sport Management in the Department of Tourism, Recreation, and Sport Management, at the University of Florida, and author of *Personal Fitness: Looking Good/Feeling Good*

Dr. Molefi Kete Asante will discuss the content in high school African American history textbooks. He will seek to explain the process of the authentic voice as a basis for choosing content in African American history. Among the objectives of the presentation is the discovery of hidden voices and the centering of marginal voices. He will do this by pointing to techniques that illustrate both ideas.

Don Collins, a former managing editor, will tell how K-12 textbook authors are selected; your first steps; how to find a publisher; what is the right publisher; what to do; what not to do; who to contact; what is involved in the publishing process; and whether writing a textbook for K-12 students is worth your efforts.

Monica Gilligan shares advice for authors of K-12 textbooks concerning the breadth and depth of scholarship in texts; addressing levels of ability in ability-integrated classrooms; who chooses texts in states where control is local, and fighting competition with the photocopy machine.

Charles Williams will offer suggestions on how to write at the desired reading level and the importance of organizing material so that basic definitions, knowledge, and skills build upon one another. He will share how concepts presented in the text can be reinforced with various learning experiences provided in the ancillary material. He will also share how to:

- Assist the student in reaching an understanding of the cognitive concepts that will allow them to accomplish established objectives outlined in state course frameworks and student performance standards will be held.
- Utilize various learning theories, such as "whole-part-whole" and "recall facilitates learning better than re-reading" in a textbook format.
- Write a teacher's wrap around edition, the importance of writing to state specifications and adoption presentations.

"Secrets to Successful Publishing Contract Negotiation"

Fri., June 22, 2:45 - 3:45 p.m. ROOM: DELAWARE

Presenter: Stephen E. Gillen, Authoring Attorney, Greenebaum Doll & McDonald

Learn the keys to successful publishing contract negotiation from an experienced authoring attorney. Gillen will take the audience through role-playing exercises employing a book publishing model.

"Preparing an Animation CD-ROM to Accompany Your Textbook"

Fri., June 22, 4:15 - 5:15 p.m. ROOM: ELLICOTT

Presenter: Robert W. Christopherson, Professor Emeritus of Geography, American River College, and the author of numerous CD-ROM products that are shipped in his texts, which include Geosystems, Applied Physical Geography and Elemental Geosystems.

Robert Christopherson will show you how to prepare animations and references to accompany your books. His latest disk contains 67 animations, satellite images, video clips, photo galleries, map references, and self-tests – all with custom navigation device. He shows how to do scripts and story boards to guide the animators, the animations themselves through developmental phases, and the sequences – basically, the entire process including shooting the DVI-HD video clips in the field for use on the CD and how to simply edit for presentation.

"Preparing the Next Edition: Managing Change Through Nine Editions"

Sat., June 23, 8:15 - 9:15 a.m. ROOM: DELAWARE

Presenters: Karen Timberlake, Professor of Chemistry, Emerita, Los Angeles Valley College, and author of chemistry textbooks that are now in second editions to 9th editions and in

preparation for a 10th edition Ann McIver McHoes, coauthor of *Understanding Operating Systems*, in its fourth edition **Karen Timberlake** will discuss the process of preparing for a new edition, including updating resources, topic and questions, as well as reviewing new pedagogical input. Personal research and reviews are incorporated so that each edition is distinguished from the previous editions by offering new discussions of topics, changes in presentation and/or sequence, questions, and the addition of new pedagogy to benefit student learning. Tearsheets of pages from a current edition are combined with insert pages of new material along with a new art manuscript to prepare a new edition. Then all changes are applied to Study Guide, Instructor Manual with Solutions, and PowerPoint slides.

Ann McIver McHoes will share the milestones from five editions published over 16 years: 5 imprints, 4 editors, 3 contracts, 2 co-authors, and 1 attorney. With each edition, the authors had to work with new editorial staffs and varied publishing approaches. Ann also had to cope with the illness and passing of her friend and co-author in the midst of writing the fourth edition. She is now preparing the fifth edition. *Understanding Operating Systems* has been translated into five languages and has earned TAA's Texty Award for the 3rd edition and the McGuffey Award for the 4th. This presentation will review publishing strategies of interest to other authors of multi-edition texts.

"A Play of Words: Acting Out Contract Negotiations"

Sat., June 23, 9:15 - 10:15 a.m. ROOM: DELAWARE

Dramatis Personae: Jan Kardys (The Publisher); Michael Lennie (The Author); Christopher Kenneally (The Narrator)

When it comes to book contracts, negotiations are all business. Just this once, though, we will let it be all play. In a format similar to a mock trial, veteran publishing contract negotiators Jan Kardys and Michael Lennie will re-enact key stages in the development of a textbook contract by drawing on their real-life experiences representing leading authors and publishers.

In a dramatic dialogue, Kardys and Lennie will illustrate the important contract clauses that every textbook author must know, whether they are veterans or selling a first book. Areas of special emphasis will include a detailed explanation of typical subsidiary rights; royalties; and successful collaboration agreements. Attendees will samples of original documents, such as a reversion of rights checklist; a reversion of right request letter; a reversion of rights agreement; and a permissions agreement and permissions checklist.

“Using Pedagogical Aids in a Textbook”

Sat., June 23, 10:45 - 11:45 a.m. ROOM: DELAWARE

Presenter: Karen Timberlake, an introductory chemistry textbook author for more than 30 years

Pedagogical aids in a textbook can be used to stimulate interest in the subject, provide motivation to study and learn content,

and promote successful learning strategies for students with different learning styles. Instructors can also utilize pedagogical aids to augment teaching styles. This presentation will present a variety of pedagogical aids that can be adapted to most textbook styles. The authors in the audience will contribute ideas of additional examples.

ACADEMIC TRACK**Friday, June 22 & Saturday, June 23****“Secrets of a Scholarly Journal Editor”**

Fri., June 22, 2:45 - 3:45 p.m. ROOM: ELLICOTT

Presenter: Kenneth T. Henson, Distinguished Professor of Education at The Citadel's School of Education and author of more than 300 national and international publications, including 38 books

Get inside editor's and reviewer's heads. Learn how editors and reviewers think and then learn how to shape their thoughts and direct them to your advantage. In this presentation you will also learn how to avoid the errors that cause most rejections. This presentation is based on 25 years of service on editorial boards, 25 years of biennial surveys to dozens of journal editors to discover the pitfalls that trap most writers (all published in the Phi Delta Kappan journal), 25 years of writing for dozens of national and international journals, and from working with thousands of writers in over 300 writing for publication workshops on college campuses. You can get a view of the forthcoming 2007 article reporting the latest survey results.

“Publish Your Dissertation as a Book”

Sat., June 23, 10:45 - 11:45 a.m. ROOM: ELLICOTT

Presenter: Dr. James J. Delaney, Asst. Professor, Chair, Department of Philosophy, Niagara University

Academic publishing can be difficult for many reasons. When one attempts to publish a doctoral dissertation as a book, several of these difficulties can be even more challenging. One of the major tasks that an author has is to balance the goal of writing a suitable piece for his or her degree requirements with the production of a work that will be of interest to publishers. With a focus on that challenge, this session will discuss several strategies that newly minted PhDs can use to take their dissertations through the various stages of book proposals and revisions that can help increase chances for publication.

“Editing a Collective Volume of Papers From a Conference”

Sat., June 23, 8:15 - 9:15 a.m. ROOM: ELLICOTT

Presenter: Richard Hull, Professor Emeritus, Philosophy, State University of New York at Buffalo, and editor of several book series, including *Presidential Addresses of the American Philosophical Association*

Academic may serve their own interests and provide significant professional support to professional associations and conferences by editing and publishing proceedings from meetings. This presentation seeks to encourage this activity by covering the steps of the process of assembling such volumes, locating publishers, and preparing the volume for publication. It will identify some of the obstacles and pitfalls and offer suggestions for avoiding them. Other topics to be covered include: obtaining permissions, avoiding copyright violation, editing language to the publisher's style sheet, dealing with obstreperous and chronically late contributors, indexing, and proofreading. Finally, some realism regarding the likelihood of significant royalties will be communicated.

“Elements of a Successful Peer Review Process”

Sat., June 23, 9:15 - 10:15 a.m. ROOM: ELLICOTT

Presenter: Gayle A. Brazeau, Ph.D., University at Buffalo, School of Pharmacy and Pharmaceutical Sciences: Amherst NY

An essential element for ensuring quality in academic publications is the process of peer reviewer. The peer review process requires the careful articulation of the mission, goals and standards for the specific publication and an understanding of the key elements in the process by those asked to serve as a reviewer. This program will focus on the key elements an editor and a reviewer need to consider during the peer review process to ensure continued excellence in academic publication

Dr. Molefi Kete Asante is a Professor in the Department of African American Studies at Temple University. He is considered by his peers to be one of the most distinguished contemporary scholars. He has published 65 books, among the most recent are *The History of Africa: The Quest for Eternal Harmony* (2007), *Cheikh Anta Diop: An Intellectual Portrait* (2006), *Spear Masters: Introduction to African Religion* (2007), *Handbook of Black Studies*, (2005), co-edited with Maulana Karenga, *Encyclopedia of Black Studies*, (2004), co-edited with Ama Mazama, *Race, Rhetoric, and Identity: The Architecton of Soul, Erasing Racism: The Survival of the American Nation*, (2003), *Ancient Egyptian Philosophers* (2003), *Scattered to the Wind, Custom and Culture of Egypt*, and *100 Greatest African Americans*. The second edition of his high school text, *African American History: Journey of Liberation*, 2nd Edition, (2001), is used in more than 400 schools throughout North America.

Dr. Gayle A. Brazeau is an Associate Professor of Pharmacy Practice and Pharmaceutical Sciences and the Associate Dean for Academic Affairs. She has been active on committees and in leadership roles in professional, educational and scientific organizations. Dr. Brazeau serves on several editorial advisory boards for scientific and educational journals. She has been the recipient of teaching and student awards at the University at Buffalo, University of Florida and the University of Houston. She has served on FDA, USP and SBIR/STTR NIH committees and panels. Her research interests focus on understanding the biochemical and toxicological interactions of compounds or excipients with skeletal muscle following parenteral or systemic administration and the optimization of intramuscular formulations with reduced muscle damage. She also investigates disease associated muscle damage. She is the author or co-author on over 35 publications.

Robert W. Christopherson is Professor Emeritus of Geography at American River College, and the author of the leading physical geography texts in the US and Canada: *Geosystems 6/E*, *Elemental Geosystems 5/E*, *Geosystems Canadian Edition*, and *Applied Physical Geography, 6/E*, all published by Pearson Prentice Hall. He attended Cal State University-Chico, and Miami University, Oxford, Ohio. His first textbook was published in 1992. He has spoken across the US and Canada to hundreds of colleges, groups, and at professional meetings. He and his nature photographer wife have completed eight polar expeditions since September 2003 to gather information and photos for his textbooks.

Don Collins graduated from West Texas State University with a BS in mathematics. He has taught middle school/junior high mathematics in Texas and Illinois. After earning an MA in mathematics from Boston College, the next several years were spent in the publishing industry. He was the editor of one of the nation's first Pre-Algebra texts. Later, as managing editor he put together the authorship team and guided the production of the nation's best selling Pre-Algebra text. As his children graduated from college, he left the publishing industry and went back to school earning his doctorate from the University of Houston. Dr. Collins has taught mathematics and mathematics methods courses at Ohio State University,

Sam Houston State, and Texas Tech before settling at Western Kentucky University. He has served as a reviewer, consultant and co-author on several mathematics texts and is a frequent speaker at NCTM and other conferences.

Dr. James Delaney joined the philosophy department in 2004. He received his Ph.D. from the State University of New York at Buffalo that same year. Dr. Delaney specializes in ethics, with a focus on the history of philosophy as well as topics in biomedical ethics. He has published articles in the *American Catholic Philosophical Association's Annual Proceedings*, *The Internet Encyclopedia of Philosophy*, and *Inquiry*. He has also written a book, *Rousseau and the Ethics of Virtue*, published by Thoemmes-Continuum Press in 2006. He regularly teaches Introduction to Philosophy, Ethics, Biomedical Ethics, and Philosophy of Law.

Diane Feldman is the principal of AuthorCraft Editorial Services (www.Authorcraft.net). She has been writing and editing professionally for over 20 years. Her extensive experience includes editing media research manuscripts, scientific references and textbooks, software documentation, corporate procedures, sales communications and training. She is an Associate Fellow of the Society for Technical Communication and has delivered numerous presentations and workshops about writing and editing to a variety of professional audiences.

Stephen E. Gillen is an attorney practicing in Cincinnati, Ohio, and concentrating on publishing and entertainment transactions and disputes, internet issues, advertising law, computer law, copyrights, trademarks, technology transfer, trade secrets, and related matters. Prior to entering private practice in 1994, Gillen served for 8 years as house counsel for an educational publisher, and before that as an executive editor, editor, freelance writer, and published book author. In addition, Gillen has served on copyright and permissions committees with the Association of American Publishers. He has written and spoken nationally on various publishing and copyright topics and teaches a course in Media Business and Law at the University of Cincinnati and a course in Electronic Media Law at the College Conservatory of Music. He currently serves on the Council of Advisors to the Text and Academic Authors Association, the Board of Trustees of Voyageur Media Group, Inc., and is a member of the Authors Guild. Gillen is admitted to practice in Ohio and before the U.S. District Court for the Southern District of Ohio and the U.S. Court of Appeals for the Sixth Circuit.

Monica Gilligan taught English Language and Literature, Speech /Drama, Philosophy for Children, and Latin I at the secondary and elementary levels. She served as coordinator of programs for gifted students in rural school district and chaired the curriculum committee. She taught Creative Problem Solving at SUC Buffalo, Public Speaking for Cayuga Community College, and currently teaches Composition at SUNY Brockport.

Kenneth T. Henson is author of more than 300 national and international publications, including 38 books (five on writing for publication) and two Phi Delta Kappa monographs on writing for publication. For over 25 years he has surveyed publishers of some 50 journals, gathering data to help authors. He has shared the results of all these biennial surveys in articles in the Phi Delta Kappan journal and through more than 300 workshops given on university campuses from coast to coast. Like his workshops, his own writing is practical and straightforward with a minimum of jargon and pedantry. His article, "Myths that Haunt Authors," was selected by The Writer magazine as one of the best articles of the year, along with articles by Stephen King, Mary Higgins Clark, Sidney Sheldon, Phyllis Whitney, and Dick Francis. Henson received the Association of Teacher Educators annual Distinguished Teacher Educator Award for the year 2000. He is Professor of Education at The Citadel in Charleston, South Carolina.

Richard Hull retired from 30 years with the Philosophy Department at State University of New York at Buffalo in 1997. He has continued to publish, edits several series, and has 13 volumes in print with such presses as Wadsworth, Rodopi, Kluwer, Prometheus, Thoemmes, and AuthorHouse, as well as a self-published e-book. Hull is also Executive Director of TAA and the TAA Foundation.

Dr. Andrew Johnson is Professor of Holistic Education in the Department of Special Education at Minnesota State University, Mankato. Johnson specializes in literacy instruction, holistic education, and educational psychology. His most recent books include *Making Connections with Elementary and Middle School Social Studies* published by Sage Publications, *A Short Guide to Action Research* (3rd ed.) by Allyn and Bacon, and *The Inner Curriculum: Classroom Activities to Develop Emotional Intelligence* published by Royal Fireworks Press. For comments or information related to workshops and professional development opportunities go to: www.teachergrowth.com.

Jan L. Kardys has over 20 years' diversified publishing experience for eight major publishing corporations. She was the Director of Contracts at Warner Books/Little Brown and Co., Director of Contracts at Macmillan Publishing Co. and Contracts Director at Prentice Hall/Simon and Schuster. Ms. Kardys has also worked at Harcourt Brace Javanovich, Doubleday, Scholastic, Lippincott & Crowell, Publishers and St. Martin's Press in editorial, subsidiary rights and production.

Christopher Kenneally is Director of Author Relations for the Copyright Clearance Center (CCC). He is responsible for organizing and hosting programs that address the business needs of authors of all backgrounds, from academics to freelancers. Among other activities, he is host and moderator for an ongoing series of writing conferences called, "Beyond the Book"; the programs are frequently broadcast nationally on C-SPAN's Book-TV and in Canada on the BookTelevision network. An award-winning journalist and author of "Massachusetts101," Kenneally has reported for the *New York*

Times, *Boston Globe*, *Los Angeles Times*, *The Independent of London*, and WGBH-TV (Boston).

Michael Lennie has negotiated hundreds of major contracts for both established and first-time authors, in all genres. He regularly speaks at workshops and conferences around the country on publishing legal issues. As National Advisor to the Text and Academic Authors Association, he regularly advises professionals on how to protect their work and their careers.

Jeannette Ludwig is Associate Professor of French Linguistics at the University at Buffalo, where she supervises Teaching Assistants and teaches courses in grammar, translation, and linguistics. More recently, as a result of her theological studies and Zen practice, she has been asked to teach undergraduate courses in comparative Asian religions.

Seth Maislin is a freelance indexer and consultant who has written over 1,000 indexes on subjects from midwifery to capital punishment, statistics programming to sports marketing, and Asian theatre to forensics. He is the 2006-7 President of the American Society of Indexers, founder of the techindexing mailing list, and an adjunct instructor at three Massachusetts colleges. He is a regular author and speaker at indexing-related events, both domestic and overseas, and author of a blog on indexing and information architecture topics. Visit his website at <http://taxonomist.tripod.com>

Ann McIver McHoes has been writing about computers for 25 years including, with the late Ida Flynn, the first four editions of *Understanding Operating Systems*, two of which won awards from the Text and Academic Authors Association. For Macmillan's four-volume encyclopedia, *Computer Science for Students*, she served as both an editor and contributor. On an adjunct basis, her teaching assignments have included undergraduate classes at Carlow University and graduate courses at Chatham College.

Chris Palma is a Strategic Partner Development Manager for Google Book Search. He is responsible for developing partnerships with book publishers of all types, in the Western U.S., Australia, New Zealand, and Singapore. Chris spent 15 years in scholarly publishing (Yale University Press, Harvard University Press), leaving his Sales Director position at Harvard in 2000. He briefly joined a DRM technology start-up (ContentGuard), then moved to Palo Alto-based ebrary – a leading provider of eBooks to the institutional library market – where he was Vice President of Content and Business Development before joining Google. He was a member of the American Association of Publishers eBook Steering Committee, and has been a speaker and/or panelist at various industry events, including the PSP and AAUP annual meetings. Mr. Palma holds a B.S. from Trinity College in Hartford, Connecticut.

Andrew Rawson is a member of the Content Partnerships group at Blackboard Inc, a global leader in e-Learning. The Content Partnerships group works with educational publishers and Blackboard clients to deliver market-leading content solutions using the Blackboard Learning System[™].

Karen Timberlake has been writing chemistry textbooks for more than 30 years. Her books are now in second editions to 9th editions and in preparation for a 10th edition. Her material for textbooks is based on her teaching experience in introductory chemistry courses at Los Angeles Valley College. For each revision, she updates resources, adds/deletes topics and questions, and revises pedagogical aids. Personal research as well as reviews are incorporated so that each edition is distinguished from the previous editions by offering new discussion of topics, changing presentation and sequence, and adding new questions.

David Trigg is the University Professor and a SUNY Distinguished Professor at the State University of New York at Buffalo. Educated in the United Kingdom and Canada with degrees in chemistry and physical chemistry, Trigg has served at Buffalo in a variety of roles including Dean of the School of Pharmacy, Dean of the Graduate School and University Provost. He is the author of over three hundred scientific papers, some 170 chapters and reviews, and the author or editor of over 40 books and has presented over 1,000 lectures worldwide. He is a frequent visitor to the Middle East, China and India where he lectures and consults in the areas of pharmaceutical science and science and public policy. The Institute for Scientific Information recognizes him as one of the 100 most cited pharmacologists worldwide. His current teaching activities include a distance learning masters program, "Science and the Public," offered through the Graduate School of Education and the Center for Inquiry and courses in research ethics and philosophy.

Matt Wasowski has been the Director of Marketing at Horizon Wimba since June 2000. Most notably, he created and still produces and moderates the Horizon Wimba Desktop Lecture Series, the only weekly online presentation program. Matt has a B.A. from the University of Pennsylvania, an MFA which brings experts from education and technology to the desktops of thousands of educators worldwide. Matt has spoken at many conferences throughout the country and was a keynote presenter at the TCC 2003 annual online conference. from The New School University, and has written professionally in several capacities.

Charles Williams currently serves as a Professor of Sport Management in the Department of Tourism, Recreation, and Sport Management, at the University of Florida. He has served as an administrator for over 25 years as assistant department chair, program director, and assistant/associate dean. He has published 26 books and developed eight commercial videotapes and three CD's. In addition, he has developed three educational computer programs. His most recent project involves the development of fourteen e-books on CD for the college level. They are entitled "Health and Physical Activity Series" and are published by Kendall/Hunt Publishing Company. He has received awards from his professional organizations at both the state and national level. In 2005, Dr. Williams received both the Texty and McGuffey Awards from TAA for his publication *Personal Fitness: Looking Good/Feeling Good* that is used throughout the United States and has been adopted by the Department of Defense schools for use in Europe and Asia.

TAA AWARDS LUNCHEON

Friday, June 22, 11:30 a.m. to 1 p.m.

Delaware Room

TAA's Awards Luncheon honors the 2007 Textbook Excellence Award and McGuffey Longevity Award winners, as well as staff and volunteers who have shown outstanding commitment to the organization.

2007 Texty Winners

- Barbara Kaiser and Judy Sklar Rasminsky, *Challenging Behavior in Young Children: Understanding, Preventing, and Responding Effectively*
- Linda Null and Julia M. Lobur, *The Essentials of Computer Organization & Architecture*
- William Stallings, *Data and Computer Communications*
- Fred S. Kleiner, *A History of Roman Art*
- Joseph F. Healey, *Race, Ethnicity, Gender, and Class: The Sociology of Group Conflict & Change*
- Gregory A. Lewbart, *Invertebrate Medicine*
- Frank C. Wilson, *Finite Mathematics and Applied Calculus*

2007 McGuffey Winners

- James W. Kalat (textbook), Elaine Hull (study guide), Jeffrey Stowall (test bank), Cynthia Crawford (Instructor's Resource Manual), and Chris Hayashi (CD-ROM), *Biological Psychology*
- Michael Sullivan, *College Algebra*

2007 TAA Awards

Norma Hood Award

Recognizing a member's devotion and commitment to TAA

Mike Keedy Award

Recognizing a member's dedication to authors

President's Award

Presented by the TAA President to a member who has shown great potential for service to TAA

Paul Anderson Memorial Award for Membership

Honoring a member's assistance in recruiting new members

Saturday, June 23, 12 p.m. to 1:30 p.m. @ E.B. Green's

Roundtable Discussions will be held in conjunction with a Buffet at E.B. Green's, a restaurant located off the Hyatt's lobby (it will be closed to the general public). Choose the table identified with the Discussion you wish to participate in. One seat at each table will be reserved for the Moderator. After 30 minutes for lunch, discussions will begin.

“Writing Mathematics Textbooks “

Moderator: Mike Sullivan, Professor Emeritus of Mathematics at Chicago State University, and author of 3 precalculus series.

Discuss specific issues related to the writing and publishing of mathematics textbooks with Mike Sullivan, a math author with more than 30 years experience.

Mike Sullivan, Professor Emeritus of Mathematics at Chicago State University, published his first mathematics textbook in 1971. Since then, including revisions, he has written more than 90 textbooks. He currently has 15 books in print: 12 with Prentice Hall and three with John Wiley. Two of his series with Prentice Hall are coauthored with his son, Michael. Sullivan is a member of the Council of Fellows of TAA and has been awarded a Texty and a McGuffey award for two of his books. He is currently Treasurer of the TAA Foundation and the Immediate Past President of TAA.

“Presenting Publishable Papers”

Moderator: Mary Jo Orzech, PhD., Interim Director of Drake Memorial Library and Director of Information Technology Support Services at SUNY Brockport

Attendees will share tips on turning conference presentations into publishable articles. The good news is that much of the groundwork has been done – frequently an abstract already exists. Powerpoint slides can provide an outline, and the literature search may already be completed. Knowing publisher's guidelines for targeted journals is important to read ahead of time as an organizing tool. Adhering to length and format requirements can prevent problems down the road. Proofreading for spelling, grammatical and other stylistic issues can be critical to getting past the article review stage. Camera-ready clean copy makes a big difference. Allowing sufficient time and setting weekly milestones can help alleviate a hurried finished product. Organizing drafts by date and keeping back-ups of files makes subsequent editorial changes easier to tackle.

Mary Jo Orzech, PhD. is Interim Director of Drake Memorial Library and Director of Information Technology Support Services at SUNY Brockport. Orzech has reviewed presentations for the SUNY Conference on Instructional Technology (CIT) and articles for the Special CIT Issue of the

Journal of Educational Technology Systems (JETS). She also served as a 2006 reviewer for the Consortium for Computing Sciences in Colleges - Northwest Region conference. Her writing interests include technology, education, higher education planning and assessment.

“Deciphering Your Royalty Statement”

Moderator: Paul Rosenzweig, former President of Royalty Review Service, Inc., representing authors who wanted to confirm the accuracy of their royalty statements, and a former consultant to the successor firm, Royalty Review LLC

"The dictionary on my desk at home defines decipher as 'to make out the meaning of (ancient inscriptions, illegible writing, etc),' " said Rosenzweig. "Your editor might disagree, but that's expected, because most editors can't figure out authors' royalty statements either." Historically, he said, publishers designed their royalty statements to impart as little information as possible, and to obfuscate details as much as possible. Things have improved in the past two decades, but unevenly, by publisher, he said. This roundtable will examine sample statements, and participants are invited to bring copies of their statements to be analyzed and to have their questions answered. This roundtable is intended to be a primer for all authors: the newly published author who is baffled by the impenetrable semiannual mailings that purport to indicate what's happened to a title in the preceding six months, as well as veteran authors, who are pleased with the extra income (usually less than anticipated), but admit doubt as to why the amounts are what they are in the royalty statements.

Paul Rosenzweig is a Certified Public Accountant, who has worked for Harcourt Brace Jovanovich, Inc. as Director of Subsidiary Accounting, and served as Vice President and Treasurer of Academic Press, Inc., a multinational publisher and distributor of technical books and scholarly journals. He was President of Royalty Review Service, Inc., which represented authors who wanted to confirm the accuracy of their royalty statements, and a consultant to the successor firm, Royalty Review LLC. Rosenzweig was Chairman of the Publishing and Printing Accounting Committee of the New York State Society of CPAs from 1988 to 1990, and served on the Society's Litigation Support and Publishing and Printing committees. He is a member of The Authors Guild and serves on Council of the Text and Academic Authors Association.

“Writing a Textbook”

Moderator: Christopher Stream, Assistant Professor of Public Administration at the University of Nevada, Las Vegas, and author of *State and Local Government*

Have you been thinking about writing a textbook? Or, do you have an idea for one percolating on the back burner? Perhaps

you're simply curious to learn more about how the process works and what's involved? This roundtable discussion will cover some of the most frequently asked questions and misperceptions about textbook publishing, along with some advice for how to get a project off the ground and into the right publisher's hands. Some topics and questions we will discuss include: Why should I consider writing a textbook? What's the first step in linking up with a publisher? Pitfalls to avoid in your book proposal. How does the review process work? What makes a book marketable? Is it ethical to send your proposal to different publishers at the same time? With all the books on the market for course "X," why would a publisher want to develop yet another new book for the same course? And many others. Please join us for this important discussion.

Christopher Stream is an associate professor in the Department of Public Administration at the University of Nevada, Las Vegas (UNLV). Dr. Stream conducts research on issues of intergovernmental relations and public policy. Stream's substantive research focuses on state health care reform, local delivery of health care services, gaming policy, institutional capacity and city management. He is the author of several articles and has served as a policy consultant for a variety of government and private organizations. His research has appeared in a variety of journals, including *Public Administration Review*, *Journal of Public Administration Research and Theory*, *Political Research Quarterly*, *International Journal of Economic Development* and *State and Local Government Review*. His latest textbook, *State and Local Government* (Wadsworth/Thomson Learning) is now available.

“Getting to first base: How to pitch your textbook idea to publishers”

Moderator: Janet Belsky, Professor, Psychology, Middle Tennessee State University, and author of three psychology textbooks

You've got a great idea. You think your book is really needed. You know you can do a much better job than what's out there today. Now your job is to convince the publishers. In this roundtable we will look at that all important tool for conveying your message— the proposal. What background preparation needs to be made before writing your proposal? How can you best hone your message for maximum effect? Which publishers should you actually be sending your proposal to? What do publishers *really* want to see that will entice them to take that leap of faith and actually sign you on? I will be bringing copies of my most recent successful proposal. I'll be offering some proven tips for writing – and selling – yourself and your expertise

Janet Belsky, (Ph.D. Clinical Psychology, The University of Chicago) has been writing textbooks in developmental psychology for the past 25 years. For most of her writing career, Dr. Belsky's focus was adulthood and aging. She is the author of *The Psychology of Aging: theory, research, and interventions* (Wadsworth, 1999), now in its third edition and *The Adult Experience* (Wadsworth, 1997). Along the way she also wrote a successful trade book, *Here Tomorrow: making the*

most of life after 50 (Johns Hopkins, Press, 1988; Ballantine, 1990). Her capstone textbook covering the whole lifespan,

Experiencing the lifespan (Worth Publishers, 1997) was just published about 6 months ago. And now Dr. Belsky is immersed in writing yet another textbook – this time in child development. In addition to her textbook writing passion, Dr. Belsky's other life passion is teaching undergraduates – which she is happily doing, most recently as a Full Professor in the Psychology Department at Middle Tennessee State University.

“International Editions: When Your Textbook Goes Global”

Moderator: Ann McIver McHoes, author of *Understanding Operating Systems*, which has been translated into five languages

At this roundtable, we'll discuss some of the questions that arise when your textbook goes global. What are the basic steps in the translation process? What are the contract and royalty issues? Validation concerns - how do you know the translated version is an accurate representation of your text? How will the production quality change when it's printed in other languages - hard or soft cover, colors, etc.? Will you have a chance to proofread the translated text? Join us. We promise to have many questions and at least a few answers.

Ann McIver McHoes has co-authored a computer systems textbook that has been translated into five languages - and Ann's name is spelled correctly in four of them! A passionate traveler, Ann has a keen interest in the cultural differences that often affect international communications. She is a career technical writer and an adjunct professor of Information Systems at Pittsburgh colleges and universities. For her corporate clients, she has written sales and technical literature for both domestic and international audiences, and her medical device manuals are routinely translated into 16 languages for global distribution.

“Writing Indexes”

Moderator: Seth Maislin, Freelance Indexer and Consultant, Focus Information Services, President of the American Society of Indexers

An open discussion about indexing in all forms: print and online publications, theory and practice, self-indexing and working with freelancers, indexing techniques and resources, etc. This roundtable will put a knowledgeable, professional indexer at the fingertips of those interested in indexing and indexing concepts.

Seth Maislin is a freelance indexer and consultant who has written over 1,000 indexes on subjects from midwifery to capital punishment, statistics programming to sports marketing, and Asian theatre to forensics. He is the 2006-7 President of the American Society of Indexers, founder of the techindexing mailing list, and an adjunct instructor at three

Massachusetts colleges. He is a regular author and speaker at indexing-related events, both domestic and overseas, and author of a blog on indexing and information architecture topics. Visit his website at <http://taxonomist.tripod.com>

“E-Textbooks: What Do They Portend for Authors?”

Moderators: Hannah Rubenstein, author of three public speaking textbooks, and Stephen E. Gillen, Authoring Attorney, Greenebaum Doll & McDonald

Moderators will lead a discussion of the current state of e-textbook royalties as practiced by the major textbook publishers. Discussion will address question such as what are the prevailing royalty rates? How prevalent are e-textbooks now? What are the projections for the future, both near and farther down the road? How will e-textbook royalties affect author profits? What should authors do to protect their bottom line?

Hannah Rubenstein is a writer and editor who has used her academic training in communication (M.A., Fairfield University) to guide her collaborations on three editions of *A Speaker’s Guidebook* (2007; Bedford/St. Martins), *A Pocket Guide to Public Speaking* (2007; Bedford/St. Martins), *Public Speaking: Challenges and Choices* (1999; Belford/St. Martins), and other successful college textbooks. She heads her own communications firm, Hedgehog Productions, based in Simsbury, Connecticut.

Stephen E. Gillen is an attorney practicing in Cincinnati, Ohio, and concentrating on publishing and entertainment transactions and disputes, internet issues, advertising law, computer law, copyrights, trademarks, technology transfer, trade secrets, and related matters. Prior to entering private practice in 1994, Gillen served for 8 years as house counsel for an educational publisher, and before that as an executive editor, editor, freelance writer, and published book author. In addition, Gillen has served on copyright and permissions committees with the Association of American Publishers. He has written and spoken nationally on various publishing and copyright topics and teaches a course in Media Business and Law at the University of Cincinnati and a course in Electronic Media Law at the College Conservatory of Music. He currently serves on the Council of Advisors to the Text and Academic Authors Association, the Board of Trustees of Voyageur Media Group, Inc., and is a member of the Authors Guild. Gillen is admitted to practice in Ohio and before the U.S. District Court for the Southern District of Ohio and the U.S. Court of Appeals for the Sixth Circuit.

“Authoring and Self-publishing Your First Textbook”

Moderator: Jan Lyons, Adjunct Professor in Risk Management at Southern Methodist University in Dallas.

Jan Lyons will share her year-long experience in authoring and self-publishing her first textbook after having her textbook proposal accepted by a publisher but not being satisfied with the resulting contract in this discussion on self-publishing. “What a year it has been; the epitome of beware of what you wish for,” said Lyons. “I had long lamented that there was no even marginally appropriate text for my Risk Management classes, when my department chair glibly remarked, “So write one. I had no idea what I was getting into.” Once she decided to self-publish, she developed a self-imposed deadline to have the text available for Spring Semester 2007. In addition to her experience in authoring and self-publishing her own text, Lyons will share student feedback and peer comments.

Dr. Jan Lyons is an adjunct professor in Risk Management at Southern Methodist University in Dallas. She holds degrees in Economics and Systems Engineering from The College of William and Mary, Clemson University, and the University of Alabama in Huntsville. Prior to joining SMU, Dr. Lyons worked in varying capacities in Operations Research and Systems Engineering with Lockheed Martin, Martin Marietta Energy Systems and General Dynamics. She led efforts in risk oversight, business systems implementation, software program management, and mathematical modeling research and development.

“Options for Publishing Your Academic Book”

Moderator: Richard Hull, Professor Emeritus, Philosophy, State University of New York at Buffalo, and editor of several book series, including *Presidential Addresses of the American Philosophical Association*

This roundtable discussion will review the various options for publishing an academic book, either a monograph or a collective volume. These range from those provided by so-called "vanity" presses that require either a subvention or a guaranteed number of sales, to those provided by a top academic press such as Oxford University Press. Many options fall between, and both types and specific presses will be identified and evaluated.

Richard Hull retired from 30 years with the Philosophy Department at State University of New York at Buffalo in 1997. He has continued to publish, edits several series, and has 13 volumes in print with such presses as Wadsworth, Rodopi, Kluwer, Prometheus, Thoemmes, and AuthorHouse, as well as a self-published e-book. Hull is also Executive Director of TAA and the TAA Foundation.

**VISIT THE TAA
HOSPITALITY SUITE
FRI & SAT @ 5 p.m.
Room 1501**

Friday, June 22, 6:45 p.m. to 10 p.m.

Chartered 3-hour Dinner Cruise On Lake Erie Aboard the Grand Lady

Join your fellow conference attendees for dinner, networking and sightseeing aboard the Grand Lady, an 80-foot long yacht-style cruise vessel.

You will board the Grand Lady at the entrance to the Erie Basin Marina foot of Erie Street downtown Buffalo. The 3-hour cruise will include the waters of Buffalo River, Buffalo outer harbor, Lake Erie (sea conditions permitting) Black Rock Canal. We'll pass by the Buffalo's 1833 original light house, Buffalo Naval Park, outer harbor break walls (once the world's longest) Erie Basin Marina (original docking area for Erie Canal Boats) Peace Bridge, West Side Rowing Club, LaSalle Park.

The Cruise includes a Buffet with sliced roast beef, herb-roasted chicken, green beans almandine, rice pilaf, tossed salad, tomato and cucumber salad, rolls and butter, dessert, coffee and tea.

Cash Bar

Cost: \$45 per person

If you didn't purchase a ticket for this event when you registered for the TAA Conference, you can visit the TAA Registration desk to purchase a ticket prior to the event.

SCHEDULE:

6 p.m. - Meet in Hyatt Regency Buffalo lobby

6:10 p.m. - Depart for 35-minute walk to dock (*You can also choose to take a taxi or your own vehicle. Ship is docking at the entrance to the Erie Basin Marina at the foot of Erie St.*)

6:45 p.m. - Boarding

7 p.m. - Departure

10 p.m. - Return

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MORE ON PAGE 5

Thursday, June 21**Dinner at the Anchor Bar (where Buffalo-style wings were invented)**

6:00 p.m.

Meet your fellow conference attendees for dinner at The Anchor Bar. Just a short 5-minute walk (one mile) from the Hyatt, The Anchor Bar serves steak, pizza, seafood, chicken, pasta, and of course, chicken wings! Median dinner prices: \$15. Ask for TAA table when you arrive.

Directions: Go east on E. Huron St. toward Genesee St. Turn Left on Washington St. Turn left onto Goodell St./NY-5E. Turn Right onto Main St/NY-5. End at Anchor Bar, 1047 Main St. Buffalo, NY
Phone: (716) 886-8920

Friday, June 22

All conference registrants are welcome to participate in these tours, led by TAA member Paul Penner, a Buffalo, NY local:

Buffalo, NY Waterfront Tour

9 a.m. to 12 p.m.

Meet in the hotel lobby and walk as a group, guided by TAA member and Buffalo local Paul Penner, to the waterfront where you will tour The Lighthouse Observation Tower, The Erie Canal Terminus, and The Naval Park, and have a take-out lunch at the Hatch Restaurant on picnic tables.. The river is lined with grain elevators, some abandoned and some working. The various ships in the Naval Park are moored in the river alongside the quay. Further out is the Small Boat Harbor with the Hatch restaurant and the Lighthouse Observation Tower is at the end, all within short walking distance.

Trip to Karpeles Manuscript Museum and Library

1:30 p.m. to 4 p.m.

Group will travel by cab (5 minutes by cab from hotel) and share ride cost on-site. After a short talk on the Karpeles museums by Director Chris Kelly, you will have the opportunity to view an exhibit of Walt Disney illustrations, story board items and legal documents.

Saturday, June 23

YOU MUST BE PRE-REGISTERED TO PARTICIPATE IN THIS EVENT

Four-hour Guided Tour of Niagara Falls (American side)

4:30 p.m. to 8:30 p.m.

Meet in hotel lobby at 4:15 p.m. Bus leaves at 4:30 p.m. Tour the American side of the Niagara Falls. The tour starts in Goat Island, where you will visit Terrapin Point, Luna Island, and the upper river rapids and have a boxed lunch, and then travel to Niagara Reservation State Park to visit Prospect Point Observation Tower for a fabulous view of the falls and gorge. From the Tower you will descend to the bottom of the gorge for a scenic boat tour of the American and Canadian Falls aboard the Maid of the Mist (souvenir rain gear provided). Afterwards, you will have time to shop for souvenirs at the Visitors Center. Trip includes dinner at the Hard Rock Café.

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TAA MEMBERSHIP**DUES:**

First-year: \$30

2nd year and later: \$75

2nd year for gift members: \$30

Emeritus: \$35

Graduate Student: \$15

**GIVE A TAA GIFT MEMBERSHIP
FOR ONLY \$15**

Introduce a colleague to TAA membership for only \$15.

Visit the Member Center on the TAA website for an online gift membership form or contact TAA headquarters at (727) 563-0020 or *TEXT@tampabay.rr.com*

Copyright Clearance Center & the Text and Academic Authors Association are pleased to be working together to podcast programs from the 2007 TAA Conference at www.beyondthebook.com.

You do not need an iPod or MP3 player to listen. Programs may be played directly at your PC, or downloaded and burned to a standard audio compact disc. Transcripts are also available. We encourage you to subscribe to the free ongoing Beyond the Book series!

Watch TAA News Alerts and the TAA website following the conference for announcements of these podcasts.

TAA WOULD LIKE TO THANK CCC FOR ITS GENEROUS CONTRIBUTION TO THE TAA CONFERENCE!



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