



MILD? HOT? ON FIRE!

What's the state of your authoring career?

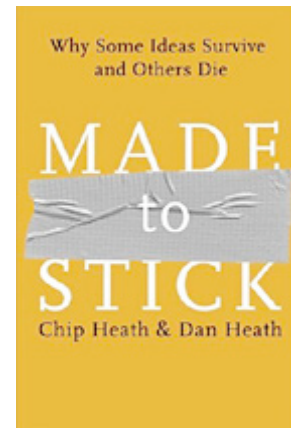
Spice Up Your Writing at the 2007 TAA Conference on Text and Academic Authoring at the Hyatt Regency Buffalo in downtown Buffalo, NY, June 22-23
www.TAAonline.net/TAAConference

KEYNOTER: Dan Heath, co-author of *Made to Stick: Why Some Ideas Survive and Other 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.

Learn more about his presentation on the TAA Conference website:
www.taaonline.net/TAAConference/keynoter.html



CONFERENCE SESSIONS:

- "Google Book Search: Opportunities for Academic Publishers and Authors in the Online Channel"
- "Blackboard/Course Genie Virtual Presentation"
- "Writing Outside the Academic Box"
- "Book Indexing Basics"
- "It's 2007. Do You Know Where Your Editor Is?"
- "Publish Your Dissertation as a Book"
- "Editing a Collective Volume of Papers From a Conference"
- "Secrets of a Scholarly Journal Editor"
- "Elements of a Successful Peer Review Process"
- "Writing for K-12 Students"
- "Preparing the Next Edition: Managing Change Through Nine Editions"
- "Developing Electronic Materials: Preparing an Animation CD-ROM to Accompany Your Textbook"
- "A Play of Words: Acting Out Contract Negotiations"
- "Using Pedagogical Aids in a Textbook"
- "Secrets to Successful Publishing Contract Negotiation"

REGISTRATION IS \$125 BEFORE MAY 1

SPECIAL INCENTIVES FOR EARLY REGISTRATION!

Be one of the first 50 people to register before May 1, 2007, and you will receive a "Goody Bag" containing a TAA logo coffee mug and other items donated by sponsors.

Register for the TAA Conference online at www.TAAonline.net/TAAConference/register.html

MODERATED ROUNDTABLES:

- "Presenting Publishable Papers"
- "Writing Indexes"
- "Options for Publishing Your Academic Book"
- "Writing Mathematics Textbooks"
- "Deciphering Your Royalty Statement"
- "Writing a Textbook"
- "E-Textbooks: What Do They Portend for Authors?"
- "Authoring and Self-Publishing Your First Textbook"
- "Options for Publishing Your Academic Book"
- "International Editions: When Your Textbook Goes Global"

NETWORKING OPPORTUNITIES INCLUDE Generous 30-minute breaks in between sessions, a hospitality suite, and a fun networking event!

SPECIAL CONFERENCE FEATURES INCLUDE:

- **Book Raffle** IIL Publishing, New York is raffling four books: *This isn't Excel, it's Magic!* by Bob Umlas, *The Power of Acknowledgement*, by Judith W. Umlas, *Project Portfolio Management Tools & Techniques*, by Parvis F. Rad and Ginger Levin, and *The Zen Approach to Project Management: Working from your Center to Balance Expectations and Performance*, by George Pitagorsky.
- **Mentoring** Several veteran authors have agreed to offer 15-minute mentoring sessions for conference attendees.
- **Contract Advice** Two authoring attorneys will provide 15-minute one-on-one sessions for conference attendees.
- **Networking Event** A Chartered, 3-hour Dinner Cruise on Lake Erie \$45/person
- **Conference Field Trips** Buffalo, NY Waterfront Tour; Karpeles Manuscript Museum & Library, and two four-hour tours of Niagara Falls, one during the day (\$30 adults; \$25 kids 12 and under), and one after the last conference session on Saturday (\$39 adults; \$30 kids 12 and under).

PRE-CONFERENCE WORKSHOP THURSDAY, JUNE 21, 9 A.M.-3 P.M.

“Writing Successful Higher Education Grant Proposals”

Presented by **Kenneth Henson**, Distinguished Professor of Education at The Citadel’s School of Education, and author of *Grant Writing in Higher Education: A Step-by-Step Guide*

Unlike many workshops that just talk about grant writing, this workshop is all nuts and bolts: do this and expect these results.

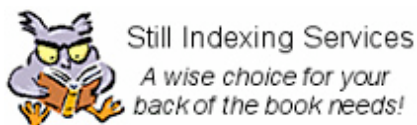
Learn how to get inside grant proposal evaluators’ heads from an experienced grant writer who has written a string of grants ranging from a few hundred dollars to more than a million dollars each. This workshop is designed for beginning writers and writers who have had a few proposals accepted and wish to get ideas for new topics and skills needed to increase the acceptance rate of their future proposals.

This one-day, six-hour workshop is packed with practical suggestions and tips that can increase your acceptance rate. Discover how to give your proposals that spark that makes them irresistible.

Cost: \$150. Includes a boxed lunch, workshop handouts and materials and a copy of Henson’s book. **SPECIAL RATE:** \$200 when you register for the workshop and the TAA Conference (\$225 after May 1). **Learn more about this workshop at www.TAAonline.net/TAAConference/worskshops.html**

Have questions? Contact TAA at (727) 563-0020 or TEXT@tampabay.rr.com
Visit the TAA website at www.TAAonline.net

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