Welcome to TAA's 2015 Conference!

Playing Your Cards Right: Textbook and Academic Authoring in the Digital Age

28th Annual

TEXTBOOK & ACADEMIC AUTHORING CONFERENCE

June 19-20, 2015

LAS VEGAS

We hope that you will find this year's conference to be a valuable opportunity for networking, learning, and sharing insights with your fellow authors and colleagues.

Follow the 2015 TAA Conference on Twitter #2015TAA

Schedule at a Glance

Friday, June 19

7:30 – 8:30	**Registration & Continental Breakfast** Mesquite 1	
8:15 – 8:30	**President's Welcome Address** *(Karen Morris)* Mesquite 2&3	
8:30 – 9:00	**GEOPRIMER: Las Vegas, An Oasis Mirage in the 21st Century** *(Robert Christopherson)* Mesquite 2&3	
9:15 – 10:15	**The Author's Ace in the Hole — Termination of Transfers Under Section 203** *(Steve Gillen)* Mesquite 2&3	
	Reaching Your Productivity Peak: Technology Maximizing Your Research and Publishing *(Kathleen King)* Mesquite 4&5	
10:30 – 11:30	**Playing Your Social Media Cards Right: Practical, Effective, and Manageable Tips to Get Noticed Online** *(Miranda Walichowski & Jose Luis Zelaya)* Mesquite 2&3	
	Placement Matters! The Multimedia Principle *(Laura Frost)* Mesquite 4&5	
11:45 – 12:15	**Why You Should Consider "Self-Publishing" and "Publish-on-Demand"** *(Robert E. Hoyt, M.D.)* Mesquite 2&3	
	How Textbook Authors Can Flourish in an Open Model *(Brian Jacobs)* Mesquite 4&5	
12:15 - 1:15	**Lunch on Your Own**	
1:15 – 2:15	**Digital Book Report 2015** *(June Jamrich Parsons)* Mesquite 2&3	
	Jump-start Your Academic Writing: Simple Digital Tools to Grow and Maintain Your Writing Habit *(Margarita Huerta & Jennifer Travis)* Mesquite 4&5	
2:30 – 4:00	**Innovations in Digital Book Technology: Brainstorming Textbook Applications** *(Dan Oja and Panel)* Mesquite 2&3	
	A POWER-ful Model to Establish and Sustain Academic Writers' Productivity *(Patricia Goodson and Panel)* Mesquite 4&5	
4:15 – 5:15	**The Future Is Wide Open: Where Open Access Is Headed Next** *(Christopher Kenneally)* Mesquite 2&3	
	A SAMR Approach to Designing and Authoring Better Assessment Exercises *(Eric J. Schmieder)* Mesquite 4	
	Marketing? You're Kidding Me! I'm an Academic! Marketing that Matters (Lessons from a Puffin) *(Meggin McIntosh)* Mesquite 5	
5:15 – 6:45	**Hospitality Suite** Cypress Room *(See map on back cover.)*	

Saturday, June 20

7:30 – 8:30	**Continental Breakfast** Mesquite 1	
8:15 – 8:30	**President's Welcome Address** *(Karen Morris)* Mesquite 2&3	
8:45 – 9:45	**Building Positive Publisher Relationships: The Inside Scoop** *(Sean Wakely)* Mesquite 2&3	
	Writing Fearlessly: Coaching the Academic Author Within *(Dominique T. Chlup)* Mesquite 4&5	
10:00 – 11:00	**Making Production More Productive and Less of a Production** *(Michael D. Spiegler)* Mesquite 2&3	
	Writing a Non-Fiction Book Proposal: More Than Meets the Eye *(Dannelle D. Stevens)* Mesquite 4&5	
11:15 – 12:15	**What Every Textbook Writer Should Know: Lessons Sweet and Bitter from the Experiences of Two Veteran Authors** *(Mike Kennamer & Steven Barkan)* Mesquite 2&3	
	Educational Publishing In Your Discipline *(Phil Wankat)* Mesquite 4&5	
12:30 – 2:00	**TAA AWARDS CEREMONY LUNCHEON** Cypress Room *(See map on back cover.)*	
2:15 – 3:15	**I'm Listening: Encouraging Student Feedback and Incorporating Student Comments Into Your Textbook** *(Al Trujillo)* Mesquite 2&3	
	Beyond Just Team Building: Sailing Through Effective Collaboration *(Tracey S. Hodges & Katherine Landau Wright)* Mesquite 4&5	
3:30 – 4:30	**ROUNDTABLE DISCUSSIONS** Mesquite 2&3 *(See page 8-9 for roundtable topics and descriptions.)*	

TAA reserves the right to cancel or replace any session as circumstances require.

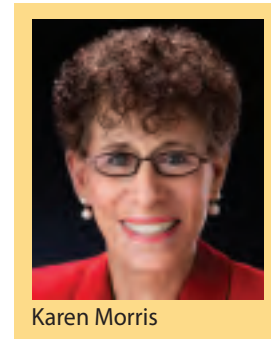# Friday, June 19

7:30 – 8:30

Registration & Continental Breakfast

Mesquite 1

8:15 – 8:30

President's Welcome Address
Karen Morris, TAA President

Mesquite 2&3

Karen Morris

8:30 – 9:00

GeoPrimer: Las Vegas, An Oasis Mirage in the 21st Century

Mesquite 2&3

Presenter: Robert Christopherson, author of *Geosystems*

Las Vegas, often called an oasis in the desert, is glaring light, action, fountains, unreal architecture, and pop culture. In reality, it is an illusion—a mirage, shimmering in the desert air. This GeoPrimer explores the history and geographic setting of this unique place. We see the boom and bust and boom cycles that pass in the heat. We examine the water resource base as it stands today, as the failing Colorado River continues its decline; change is underway that will have profound impacts. In many ways Vegas is an amazing place for authors to gather and contemplate reality. Viva Las Vegas!

Robert Christopherson

9:15 – 10:15

The Author's Ace in the Hole—Termination of Transfers Under Section 203

Mesquite 2&3   TEXTBOOK TRACK

Presenter: Steve Gillen, Partner, Wood, Herron & Evans

Since 1978, U.S. Copyright law has provided authors and their heirs with a unilateral right to terminate their publishing contracts during a 5-year window that opens 35 years after first publication of your work. Although the law is now 37 years old, we only have a few years of actual experience in understanding what it means for authors and publishers. Steve Gillen will explain what we now know about what this means for you, how it works, what you can expect if you choose to exercise it, and what you should do to preserve the value for your estate and your heirs.

Reaching Your Productivity Peak: Technology Maximizing Your Research and Publishing

Mesquite 4&5   ACADEMIC TRACK

Presenter: Kathleen King, Professor, University of South Florida, Tampa

Whether you are a tenure track faculty member, full-time author, or doctoral student, productivity is a constant challenge. This session includes two major innovations to reach your productivity peak. Kathleen introduces strategies to use technology for tracking and managing your research and publishing agendas effectively. In addition, she provides successful approaches to pursue multiple opportunities for research and publication. Benefit from the expertise of this prolific author and editor who is a popular faculty member and doctoral student coach.

Friday, June 19

10:30 – 11:30

Playing Your Social Media Cards Right: Practical, Effective, and Manageable Tips to Get Noticed Online

Mesquite 2&3   GENERAL TRACK

Presenters: Miranda Walichowski, Undergraduate Coordinator, Bilingual Education Teacher Preparation Program, Texas A&M University; Jose Luis Zelaya, candidate for Ph.D., Texas A&M University

This session will feature practical strategies and tips to build a social media presence to help you get noticed. We will cover best-practices and little known tips for maximizing Facebook, LinkedIn, Twitter, Pinterest, Instagram, YouTube, podcasting and video use, and blogging. In an effort to increase recruitment in our undergraduate program, we have developed a social media plan that reaches and engages a diverse audience: prospective students, current students, parents, teachers, administrators, and colleagues. We will share with you what works. You will be able to reduce your trial and error time and go away with a good framework for your own social media plan.

Placement Matters! The Multimedia Principle

Mesquite 4&5   TEXTBOOK TRACK

Presenter: Laura Frost, Professor, Florida Gulf Coast University

Is there any rhyme or reason where we put figures, which pieces of art or figures we include to make our point, or how we develop PowerPoints for presentation? There should be! This session is based on the research of cognitive scientist Richard Mayer, whose work on the multimedia principle is based on experiments in cognitive processing. In this interactive session, we examine ways that you can make your text and your presentations more memorable to your audience by minimalizing extraneous processing, managing essential processing, and fostering generative processing.

11:45 – 12:15

Why You Should Consider "Self-Publishing" and "Publish-on-Demand"

Mesquite 2&3   GENERAL TRACK

Presenter: Robert E. Hoyt, M.D., University of West Florida

Instructors in the Information Sciences have the need to publish a variety of formal and informal content for educational purposes. For first time authors this is a daunting task. In this session the presenter intends to show why self-publishing and publishing on demand are very reasonable alternatives with a myriad of advantages not associated with a professional publisher. After participating in this session, the learner should be better able to: select several publish-on-demand publishers, compare and contrast the advantages and disadvantages of self-publishing, compare and contrast the differences between print and e-book publishing, discuss the lessons learned from self-publishing, and outline the steps in self-publishing.

How Textbook Authors Can Flourish in an Open Model

Mesquite 4&5   TEXTBOOK TRACK

Presenter: Brian Jacobs, CEO of panOpen

This presentation focuses on an Open Educational Resources (OER) model that pays authors for their work. It is now possible to make OER freely available and yet still provide funds back to authors and editors for the updates and revisions—the maintenance—of these materials. In this session the presenter will describe the process for doing this, and how successfully implementing it broadens the range of textbook author participation, which can lead to richer and more varied learning materials available to students at significantly lower costs.

Friday, June 19

12:15 – 1:15 Lunch on your Own

1:15 – 2:15

Digital Book Report 2015

Mesquite 2&3   TEXTBOOK TRACK

Presenter: June Jamrich Parsons, Author and Digital Book Pioneer

Students change. Teaching methods evolve. Technology can be a disruptor or a springboard for innovation. Join veteran digital author June Jamrich Parsons for a top-level update on the forces currently shaping the textbook market. This presentation includes student demographics, emerging pedagogies, market dynamics, and a snapshot of technology trends affecting authors and the work we produce. These are the issues, ideas, and trends that keep authors current with their clients, both on the publisher side of the desk and with our end-user instructors and students. It is an excellent chance to discover the broad perspective necessary to negotiate, innovate, and create successful academic content.

Jump-start Your Academic Writing: Simple Digital Tools to Grow and Maintain Your Writing Habit

Mesquite 4&5   ACADEMIC TRACK

Presenters: Margarita Huerta, Assistant Professor, University of Nevada, Las Vegas; Jennifer Travis, Professor, Lone Star College-North Harris

According to researchers interested in academic writing productivity, about 50% of doctoral students do not complete their degrees and only a small percentage of faculty publish most of the research in their fields. Yet, writing productivity is critical for academics at all levels. How can you develop a consistent writing habit and improve your efficiency? We will discuss how simple digital tools can bump your academic writing to a new level and keep your writing momentum going. Participants will have a chance to interact with some of the tools, ask questions, and continue their writing journeys with fresh ideas and insights.

2:30 – 4:00

Innovations in Digital Book Technology: Brainstorming Textbook Applications

Mesquite 2&3   TEXTBOOK TRACK

Organizer: Dan Oja, President of Media Technics Corporation
Panelists: June Jamrich Parsons, Digital Book Pioneer; Laura Frost, Professor, Florida Gulf Coast University; Al Trujillo, Professor, Palomar College

The goal of this session is to think "beyond" current digital publishing technology towards the possibilities—the features that make sense for digital textbooks. Digital publishing is limited by and also enabled by technology, but the technology is just a vehicle for delivering content, a vehicle that should help students—and perhaps, help instructors teach. In this session Dan Oja will demonstrate technological features and then ask the panel and audience how they might apply that feature in textbooks. The goal is to get authors actively involved in thinking about current and possible features of digital textbooks and how those features might change and hopefully improve their own textbooks in the future.

Friday, June 19

A POWER-ful Model to Establish and Sustain Academic Writers' Productivity

Mesquite 4&5   ACADEMIC TRACK

Organizer: Patricia Goodson, Presidential Professor, Texas A&M University
Panelists: Dominique Chlup, Margarita Huerta, Jennifer Travis, Tracey Hodges, Katherine Landau Wright, Miranda Walichowski, Qian Ji

POWER Services: a peer-led network designed to support graduate students and junior faculty's academic writing at Texas A&M University, comprises two interacting systems. The first system consists of the services POWER offers; the second comprises the POWER writing model and philosophy. We will outline both systems during this presentation, but will place stronger emphasis on the POWER model, its components and theoretical/empirical grounding. This overview will provide concrete strategies to help participants enhance their own writing productivity and/or implement a writing support system in their own academic settings.

4:15 – 5:15

The Future Is Wide Open: Where Open Access Is Headed Next

Mesquite 2&3   GENERAL TRACK

Presenter: Christopher Kenneally, Director of Business Development, Copyright Clearance Center

Open access has disrupted traditional scholarly and scientific publishing and is driving publishers to rethink their business models. As one important consequence of OA adoption, the relationship between authors and publishers moves ever closer together. In the future, authors will expect a smooth and effortless workflow: from manuscript submission to acceptance and post-publication services. For their own part, publishers will seek to leverage these author-focused services to harness the power of metadata. Insights gleaned from data analysis will yield editorial and business improvements to improve customer (read: author) service; strengthen publisher brands; and ensure compliance with funder mandates.

A SAMR Approach to Designing and Authoring Better Assessment Exercises

Mesquite 4   TEXTBOOK TRACK

Presenter: Eric J. Schmieder, Technology Instructor, Johnston Community College

The SAMR pedagogical framework of Substitution, Augmentation, Modification, and Redefinition illustrates a progression of technology integration that promotes student-centered learning to produce results previously unimaginable. In this session, we will discuss methods for textbook authors to incorporate the SAMR approach in their design and authoring of assessment activities for classroom use and instructor resources that will engage students at a higher level of learning through technology integration.

Marketing? You're Kidding Me! I'm an Academic! Marketing that Matters (Lessons from a Puffin)

Mesquite 5   GENERAL TRACK

Presenter: Meggin McIntosh, Professor Emerita, University of Nevada, Reno

In this focused and practical session, you'll learn how to create awareness of and interest in your own work with the right people. You'll know how to obtain your MWR (Most Wanted Response), which tools to use to strengthen your relationship with potential readers, and how to gain "mindshare" in the very crowded space that is your reader's brain. You may not realize that the puffin has much to teach you as an academic marketer, but metaphorically, this bird does! Expect to learn and laugh in this content-rich session and then start integrating what you learn.

Networking Hospitality Suite

Friday, June 19
5:15 - 6:45 p.m., Cypress Room

Join your fellow conference attendees for networking, drinks, and hors d'oeuvres in the Cypress Room on the first floor.

One-on-One Mentoring

For all attendees who preregistered for mentoring, mentoring will take place in Mesquite 1. A schedule of the mentoring sessions is available at the registration desk.

A special thank you to our conference mentors: Steve Gillen, Patricia Goodson, Meggin McIntosh, Dan Oja, Michael Spiegler, Dannelle Stevens, Mike Sullivan, Sean Wakely, and Libby Becker.

Free Professional Headshots For Conference Attendees

Stop by the TAA Photo Booth Friday and Saturday mornings between 7:30 and 8:30 a.m. for a FREE professional headshot by Bekky Mayfield from Ladybug Photography, LLC (and TAA's very own Membership Coordinator!). TAA's Photo Booth will be located near the conference registration table.

Thank You!

Thank you to Sage Publishing for donating Patricia Goodson's book *Becoming an Academic Writer: 50 Excercises for Paced, Productive, and Powerful Writing* for the first twenty conference registrants.
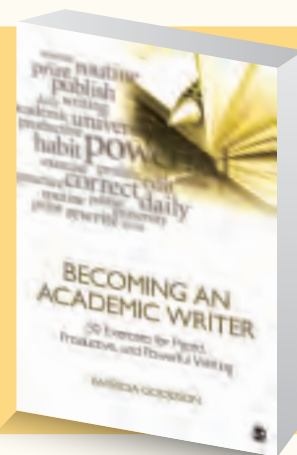
Saturday, June 20

7:30 – 8:30

Continental Breakfast Mesquite 1

8:15 – 8:30

Welcome Address, Karen Morris, TAA President Mesquite 2&3

8:45 – 9:45

Building Positive Publisher Relationships: The Inside Scoop

Mesquite 2&3   TEXTBOOK TRACK

Presenter: Sean Wakely, Founder and Principal Adviser, Academic Authors Advisers

What really goes on inside higher education publishers? The first step to establishing or improving author-publisher relationships is to better understand the basics of how higher education publishing companies operate, how they motivate, reward, and punish their employees, and how they view the author's role. This presentation provides a unique insight into the world of higher education publishers, offers tips and strategies on how to use those insights to improve interactions with your own publisher, and prepares you to better adjust to the evolving educational publishing landscape. Be sure to bring your questions to this interactive session!

Writing Fearlessly: Coaching the Academic Author Within

Mesquite 4&5   ACADEMIC TRACK

Presenter: Dominique T. Chlup, Associate Professor, Texas A&M University

In this session, you will learn specific techniques designed to help you overcome your creative blocks and writer's resistance. By the end of Writing Fearlessly, you will have learned to identify the six stages of the creative process, recognize the anxieties associated with each stage, and understand the solution for overcoming those anxieties. You will also discover seven powerful questions to ask to gain clarity about your writing and five things you should never say to yourself as a writer—and what you should say instead. This session will affirm your right to write and inspire forward action on completing your writing.

10:00 – 11:00

Making Production More Productive and Less of a Production

Mesquite 2&3   TEXTBOOK TRACK

Presenter: Michael D. Spiegler, Professor, Providence College

There is much that authors can do during their book's production phase to make the final product the best that it can be. In this presentation, Michael Spiegler will share a wealth of tips on how to make production more productive and less of a production. Topics will pertain to both new and veteran authors, and will include: author involvement in the book's design and how the design is important to pedagogy, getting the most out of copyediting and copyediting review, ensuring permission for other's work, having input on composition, what to look for in proofs, minimizing proof correction charges, reviewing multiple proofs, authors' options for indexing, optimal communication with production staff, involvement in marketing, and more!

Writing a Non-Fiction Book Proposal: More Than Meets the Eye

Mesquite 4&5   ACADEMIC TRACK

Presenter: Dannelle D. Stevens, Professor, Portland State University

Most would expect that reading and complying with publishers' guidelines for a book proposal is all that it takes to write a successful book proposal. The reality is that being ready to write that proposal begins months, even years, before you actually sit down to write. In this session we will explore the detective work and reflective work that are key components in writing and receiving that first book contract.

Saturday, June 20

11:15 – 12:15

What Every Textbook Writer Should Know: Lessons Sweet and Bitter from the Experiences of Two Veteran Authors

Mesquite 2&3   TEXTBOOK TRACK

Presenters: Mike Kennamer, Director of Workforce Development at Northeast Alabama Community College; Steven Barkan, Professor, University of Maine

In this panel discussion, experienced textbook authors will share the things they wish they had known before signing their first publishing contract. Designed for aspiring and experienced authors alike, this session will provide participants with practical advice and insight for navigating the waters of textbook authoring. Topics will include contracts, project management, working with an editor and peer reviews.

Educational Publishing In Your Discipline

Mesquite 4&5   ACADEMIC TRACK

Presenter: Phil Wankat, Distinguished Professor, Purdue University

Textbook and journal article authors learn useful fundamental approaches about teaching their subject. Sharing these tips and becoming known as an educational and subject matter expert can increase their reputation as a scholarly teacher and may help with promotion and tenure. After discussing the different types of disciplinary education journals, a step-by-step procedure for developing, writing, and publishing a disciplinary education paper will be presented. Methods for negotiating the hazards of the peer review process will be delineated, and the experiences of a journal editor will be discussed. After Q&A, interested attendees can determine an appropriate venue and work on an outline of their own educational paper. Individual consultation will be available. If interested in developing your own paper, bring your laptop.

TAA Awards Ceremony Luncheon

12:30 – 2:00 Cypress Room

Please join us at the awards ceremony luncheon where TAA President Karen Morris will present TAA's 2015 Textbook Excellence, McGuffey Longevity, and Most Promising New Textbook Excellence Awards.
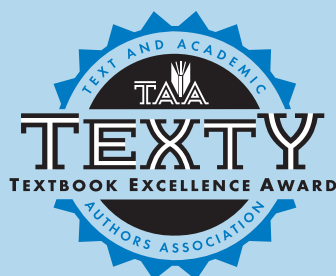
The TAA Awards Luncheon will be held in the Cypress Room on the first floor.
Please refer to the map on the back of the program for directions.

Saturday, June 20

2:15 – 3:15

I'm Listening: Encouraging Student Feedback and Incorporating Student Comments Into Your Textbook

Mesquite 2&3   TEXTBOOK TRACK

Presenter: Al Trujillo, Professor, Palomar College

College students are the target audience for many introductory-level textbooks, so it seems natural that college textbook authors should listen to what students say about their textbooks. What are some of the best practices of encouraging honest student feedback? And, what are some of the best ways to incorporate student comments into a textbook? In this interactive session, Al Trujillo will describe his experience of encouraging student feedback and discuss the techniques he uses to incorporate student comments into his textbooks. Time will also be dedicated to brainstorming other ways to incorporate student comments into a variety of textbooks.

Beyond Just Team Building: Sailing Through Effective Collaboration

Mesquite 4&5   ACADEMIC TRACK

Presenters: Tracey S. Hodges, Doctoral Student, Texas A&M University; Katherine Landau Wright, Doctoral Student, Texas A&M University

Academic authors are told they need to publish to survive in the academic waters. If productivity is an academic's life vest for success, the boat guiding the academic writer is collaboration. Collaboration is more than teambuilding, but includes the ability to effectively communicate (even over great distances and time differences), divide tasks for completion, and create common goals and objectives. Working with others requires respect, trust, and honesty along with concrete strategies for keeping projects moving forward. In this interactive presentation, we provide suggestions and tips for collaboration based on our own triumphant and sometimes tragic experiences.

Roundtable Discussions

3:30 – 4:30   Mesquite 2&3

One Place, OneNote

Moderator: Eric J. Schmieder, Technology Instructor, Johnston Community College

During this roundtable, attendees will be introduced to the power of Microsoft OneNote 2013, an unsung hero of Microsoft office that can be used to organize your thoughts, ideas and projects in one place, accessible whenever and wherever you need them. Participants will be provided an overview of OneNote 2013, its features, and the ways to access and edit your OneNote notebooks from a PC to web browser, or mobile device. After this presentation, OneNote will be your new tool for organizing all of your research.

The Editor's Survival Guide: How Dropbox and Google Docs Saved My Life

Moderators: Sarah Bryans-Bongey, Assistant Professor, Nevada State College; Kevin J. Graziano, Professor, Nevada State College

In this presentation, we will describe our favorite apps for managing an edited book. We will specifically demo the use of various Google apps as well as share details on how the use of Dropbox has supported working with multiple editors and locations. Participants will also be encouraged to share their own favorite apps.

Saturday, June 20

Academic Writing Strategies for Non-Traditional, International Graduate Students and Junior Faculty

**Moderators: Qian Ji, Doctoral Student, Texas A&M University;
Patricia Goodson, Presidential Professor, Texas A&M University**

Language limitations, cultural differences, and time management may serve as barriers to academic writing for non-traditional, international graduate students and junior faculty. Research shows, for this specific population, language issues not only block the idea generating process but also indirectly increase workload burden. Cultural differences create more emotional stress and self-management skills affect writing productivity. This presentation outlines several practical strategies that increase academic writing productivity based on the author's own experience. Participants will be able to identify specific academic writing barriers and discover useful strategies to write productively.

Self-publishing: Pitfalls and Rewards

Moderator: Angel Rodriguez, Professor, Broward College

How do you decide to self-publish versus using a traditional publishing company? With both traditional publishing and self-publishing experience, Angel will offer his unique insights into the self-publishing process. In this roundtable he will discuss the pitfalls and rewards of self-publishing, including the technical requirements for self-publishing and how to format your document to comply with those requirements. Information will be presented about one of the most prominent companies associated with self-publishing since the insertion of this business model, Lulu. Bring your questions for a lively discussion about this topic.

What Are the Processes of Implementing an Academic Writing Support Group?

**Moderators: Chyllis Scott, Assistant Professor, University of Nevada, Las Vegas;
Margarita Huerta, Assistant Professor, University of Nevada, Las Vegas;
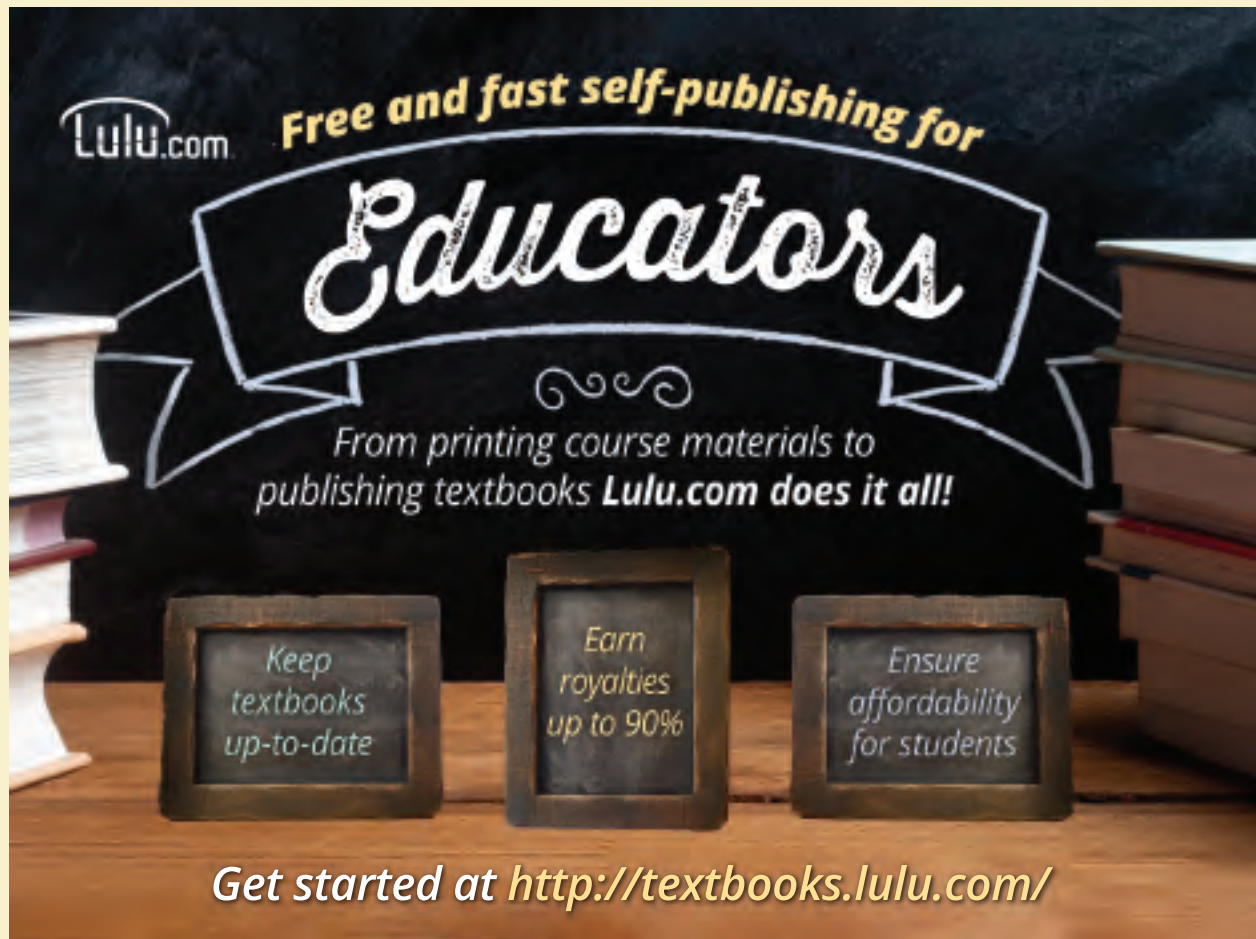Chad Scott, Visiting Lecturer, University of Nevada, Las Vegas**

The POWER (Promoting Outstanding Writing for Excellence in Research) program was developed at Texas A&M University to provide support service based on theory and research on academic writing productivity (e.g., Boice, 1990; Elbow, 1998). Three recent POWER graduates, and now newly minted UNLV faculty, collaborate to implement a POWER academic writing support group for graduate students and faculty in the College of Education at UNLV. This presentation will focus on the implementation of the POWER services, including but not limited to: planning, participants, reflection and feedback, and building an academic writing community.

What Has Helped Me to Stop Struggling and Become a Better, More Motivated Writer

Moderator: Richard Fontaine, Professor, University of Quebec in Montreal

Before starting my Ph.D., I was a very poor and demotivated writer. In fact, writing was my nightmare. Now, I am still a struggling writer, but things have dramatically changed, as I have uncovered simple techniques to improve and become excited about writing, every day. In this roundtable I will share writing techniques that I have learned from TAA resources, and give my own perspective. Topics will include: writing better, more, and faster; creating a writing addiction; organized writing for the disorganized person; and making writing fun!

TAA *Social Media Booth*

How can I help you?

It's Back!

The Social Media Booth is back at the #2015TAA Conference.

View tweets from attendees and TAA staff with session takeaways on the tweet screen.

Share a comment, a tip you learned, or a key takeaway, and receive a **$5 Starbucks gift card** for your first tweet!

Tweet your own tip using the hashtag **#2015TAA**, or use the Twitter cards found at the Social Media Booth and in session rooms and we will tweet it for you.

Follow the #2015 TAA Conference on Twitter
Enter #2015TAA into the Twitter search bar (Twitter.com) to view all posts by TAA and attendees.

We invite you to join us in 2016 at the beautiful Hotel Contessa, San Antonio, Texas.

TAA's 29th Annual
Textbook & Academic Authoring Conference
June 24-25, 2016
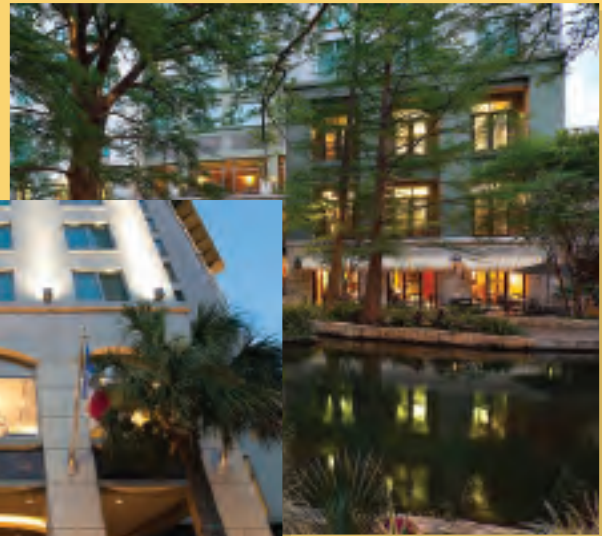
The Hotel Contessa is the only four-diamond all-suite hotel on the San Antonio Riverwalk. The hotel is a gorgeous retreat for both leisure and business guests. We invite you to join us in 2016 at this beautiful conference venue!

Call for Proposals
2016 Textbook & Academic Authoring Conference

TAA invites the submission of presentations relevant to authoring and publishing textbooks and academic works (academic books, journal articles, and monographs).
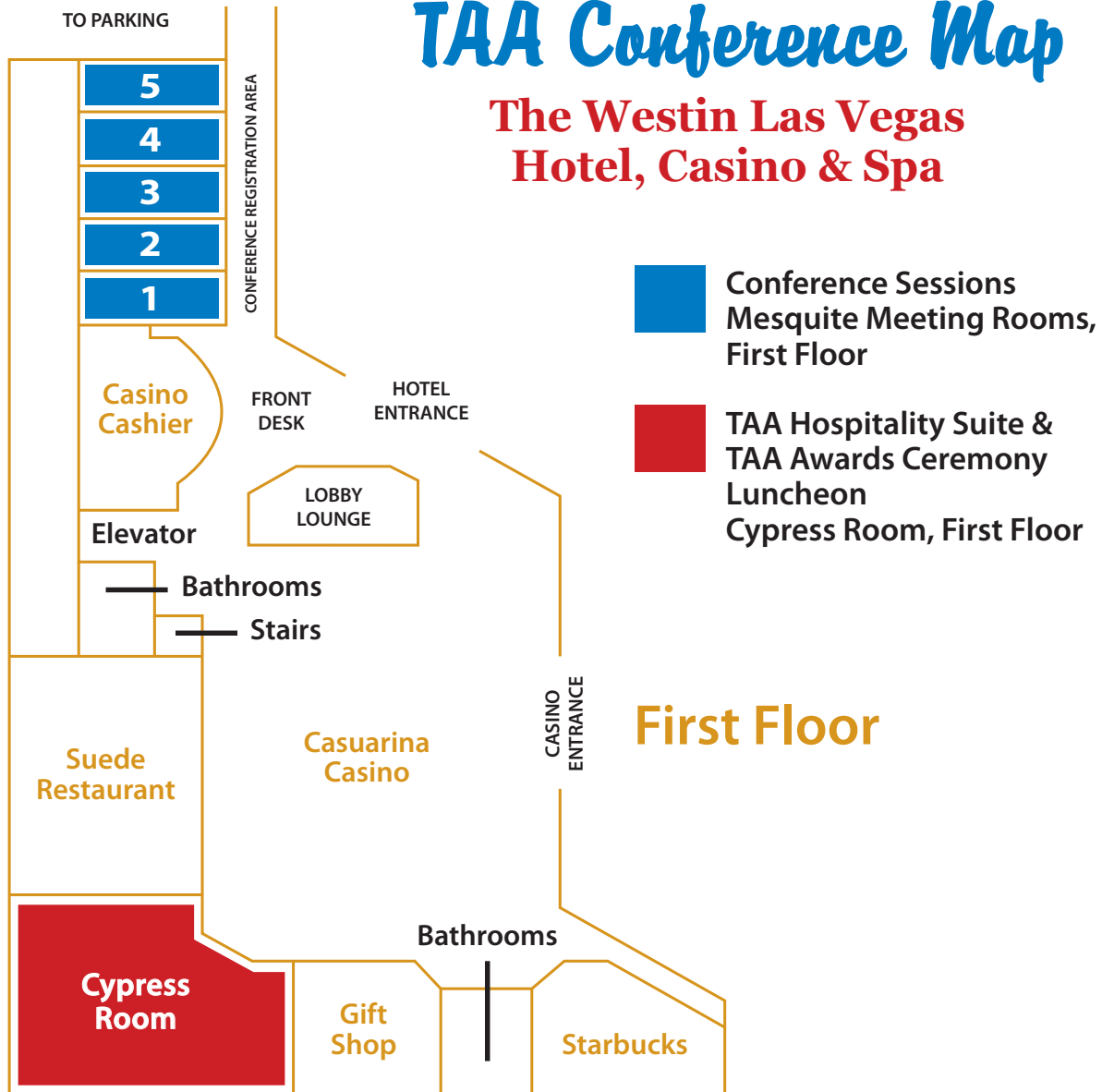
Topics of interest include:

- Tips and strategies for authoring and publishing
- eBooks and digital publishing
- Innovative pedagogical technology
- Marketing and social media for academics
- Developments in publishing contracts and royalties
- Self-publishing

The proposal deadline is October 6, 2015. For more information and to submit a proposal: **TAAonline.net/2016-taa-conference-call-for-proposals**

TAA Conference Map

The Westin Las Vegas
Hotel, Casino & Spa

TO PARKING

CONFERENCE REGISTRATION AREA

5
4
3
2
1

Casino Cashier

FRONT DESK

HOTEL ENTRANCE

LOBBY LOUNGE

Elevator

Bathrooms

Stairs

CASINO ENTRANCE

Suede Restaurant

Casuarina Casino

First Floor

Cypress Room

Bathrooms

Gift Shop

Starbucks

■ Conference Sessions
Mesquite Meeting Rooms,
First Floor

■ TAA Hospitality Suite &
TAA Awards Ceremony
Luncheon
Cypress Room, First Floor

Networking Hospitality Suite

Friday, June 19
5:15 - 6:45 p.m., Cypress Room

Join your fellow conference attendees for networking, drinks, and hors d'oeuvres in the Cypress Room on the first floor.

Text and Academic Authors Association
P.O. Box 367, Fountain City, WI 54629
TAAonline.net / Info@TAAonline.net / 727-563-0020
TAAonline.net