

TAA

San Antonio, Texas
June 24-25, 2016

29th Annual **TEXTBOOK & ACADEMIC**
Authoring Conference



Welcome to TAA's 2016 Conference!
*Connect, Communicate, Collaborate
and Prepare to be Inspired!*

SCHEDULE AT A GLANCE

Friday, June 24

- 7:15 – 8:15** **Registration & Continental Breakfast** Foyer, Contessa A&B
- 8:00 – 8:15** **President's Welcome** Contessa A&B
- 8:15 – 8:45** **GEOPRIMER: A Great Plains and Texas Crossroads Facing Change** Contessa A&B
- 9:00 – 10:00** **Trendspotting: How to See the Big Picture Within the Pages of Your Royalty Statements** Contessa A
Mining Academic Writing Conversations to Stimulate Your Thinking and Writing Contessa B
The Three Phases of an Effective Book Marketing Campaign Magnolia
- 10:15 – 11:45** **Textbook Authoring: Time-tested Tricks of the Trade (Two-Part Session)** Contessa A
Part 1: Strategies to Make Your Textbook Workflow More Efficient
Part 2: Textbook Authoring Basics, A Holistic Approach
Optimal Success Through Effective Communication (Two-Part Session) Contessa B
Part 1: Communicating with Editors and Reviewers: Do's and Don'ts
Part 2: Thriving in Academia: How to Create & Maintain Productive Writing Collaborations
- 11:45 – 1:15** **Lunch on Your Own**
- 1:15 – 2:15** **When Authors Rule: The Shifting Balance of Power in Scholarly Publishing** Contessa A
Grant Writing in Non-Research-Intensive Institutions: Tips from a Pro and Lessons from a Rookie Contessa B
The Best Academic Authors Never Work Alone: How Creating a Mastermind Group Can Help With All Things Academic, Including Your Writing! Magnolia
- 2:30 – 3:30** **Advancements in Accessibility = Opportunities for Authors** Contessa A
FIRST Things First: Essential Strategies for Stellar Writing Contessa B
- 3:45 – 4:45** **Going Digital: The Inside Scoop** Contessa A
Strategic & Straightforward Ways to Market – Starting Today Contessa B
- 5:00** **TAA Textbook Awards Ceremony & Reception** Contessa A&B

Saturday, June 25

- 7:30 – 8:30** **Continental Breakfast** Contessa A&B
- 8:00 – 8:30** **Saturday Welcome and TAA Update** Contessa A&B
- 8:45 – 9:45** **Writing Across the Academic Life-Span** Contessa A
The Digital Book Report 2016 Contessa B
How Self-Publishing Complements the Academic Life Cycle Magnolia
- 10:00 – 11:00** **10 Tips and 20 Questions for Your Next Book Deal** Contessa A
Leveraging Online Learning Technology & Environments to Benefit Research Group Writing Contessa B
- 11:15 – 12:15** **Blogging to Promote Your Academic Works: Where Do I Start?** Contessa A
Creating an E-Textbook: A Collaborative and Innovative Journey Contessa B
Mentoring Emerging Academic Writers Magnolia
- 12:15 – 1:45** **Lunch on Your Own**
- 1:45 – 2:45** **Making it Stick: Incorporating Cognitive Science Research into Textbook Elements** Contessa A
Plan to Write: Organize and Sustain an Academic Life of Predictable, Peaceful Productivity Contessa B
- 3:00 – 4:00** **ROUNDTABLE DISCUSSIONS** Contessa A&B *(See pages 9-10 for roundtable topics and descriptions.)*
- 4:00** **Closing Comments** Contessa A&B

FRIDAY, JUNE 24

7:15 – 8:15

Registration & Continental Breakfast

Contessa A&B and Foyer

8:00 – 8:15

President's Welcome, Steven Barkan, TAA President

Contessa A&B

8:15 – 8:45

GeoPrimer: A Great Plains and Texas Crossroads Facing Change

Contessa A&B

Presenter: Robert Christopherson, author of *Geosystems*

For our fourth TAA meeting in San Antonio, we share a region and place and contemporary geography. San Antonio is at a crossroads, a point of convergence in geography, history, and climate change. We see the physical setting in the southern Great Plains' precipitation, air pressure, temperatures, weather, grasslands, and evolving climate patterns. We examine the challenges to settlement posed by dryness, vast distances, depth of water tables, the Native American population, lack of fence building and construction materials, and the Eastern mindset challenged by a new region of the country. What was the human and cultural response to this crossroads? We discuss regional environmental topics such as San Antonio's changing climate this century, water supplies, increase in intense weather events, economic challenges and growth issues.

9:00 – 10:00

Trendspotting: How to See the Big Picture Within the Pages of Your Royalty Statements

Contessa A

Presenter: Juli Saitz, Senior Managing Director, Ankura Consulting

This session will cover the fundamental elements of royalty statements and how to decipher their content. We will demystify what is contained in statements and discuss pertinent information that is not included, but available from your publisher. The session will also give an overview of some analyses that any author can perform to better understand how and where their books are selling. Finally, if further inquiry is warranted, learn the steps involved in a textbook royalty audit to assert your contractual rights.

Mining Academic Writing Conversations to Stimulate Your Thinking and Writing

Contessa B

**Presenters: Dannelle D. Stevens, Professor, Portland State University;
Tamara Bertrand Jones, Assistant Professor, Florida State University**

Academic writing is a conversation. Most of us think that the only academic conversation is simply the different points of view from other scholars on the topics we write about. Yet, there are other levels of "conversation" that we can tap to stimulate our thinking about our work like student comments, reviewers' comments, conference conversations, questions asked at conference sessions, conversations with the literature, and even our own written dialogues with aspects of our writing. In this session, we seek to mine as well as practice learning from the give and take of "conversations" from a literature review to dialogues with our work.

FRIDAY, JUNE 24

9:00 – 10:00 (cont.)

The Three Phases of an Effective Book Marketing Campaign

Magnolia

Presenter: Keith Ogorek, SVP of Marketing, Author Solutions

You've done the hard work of writing a book. Now it's time to market your title to potential readers. For many authors, marketing is a mystery and creates some unique challenges. Unlock that mystery by joining us for this session where we will present the three phases of an effective book marketing campaign. You will learn the crucial questions to ask as you build your marketing plan and craft an action plan to help you connect with potential readers. We will also present the keys to developing an audience profile; creating the right title and subtitle, which is one of the first marketing decisions you make; using social media and mailing lists to cultivate a reader base; planning events to celebrate the publication of your book; plus other important elements of an integrated marketing campaign.

10:15 – 11:45

Textbook Authoring: Time-tested Tricks of the Trade (Two-Part Session)

Contessa A

Part 1: Strategies to Make Your Textbook Workflow More Efficient

Presenter: Kevin Patton, Professor Emeritus, St. Charles Community College

In this session, veteran textbook author Kevin Patton will highlight practical tips and tricks to improve authoring workflow. Focusing on the "how to" aspect of textbook authoring, suggested strategies will range from managing and sharing computer files to charting workflow to taking ten to get you out of your seat. No matter your discipline or your level of experience as a textbook author, you are likely to find a few time-saving and stress-relieving ideas that you can adapt to your own working style.

Part 2: Textbook Authoring Basics, A Holistic Approach

Presenter: Robert W. Christopherson, author of *Geosystems*

The original task of proposing a textbook is only the tip of the iceberg—that is, talking about it, outlining it, sketching it, discussing it with publishers, telling relatives about it. Actually writing the manuscript is beyond this threshold. A goal of this session is to place you ahead of the curve, to simplify the process, and to share experiences. The discussion will focus on providing a starting point for your efforts, covering topics such as: treating writing as a business, a project overview, writing studio, style/writing guide, prospectus, research/writing, art manuscript preparation, the physical book design, sales & marketing, royalties, taxes, derivative and International editions, planning future revisions, and finding co-authors as you up your eventual off ramp.

Optimal Success Through Effective Communication (Two-Part Session)

Contessa B

Part 1: Communicating with Editors and Reviewers: Do's and Don'ts

Presenters: Sandra Acosta, Assistant Professor, Texas A&M University;

Patricia Goodson, Presidential Professor, Texas A&M University

Dealing with journal editors and reviewers when submitting articles for publication can be overwhelming, but it is a vital step in the publication process. In this workshop we share simple yet effective strategies for transforming the experience of dealing with journal editors and reviewers from overwhelming to positive, potentially affecting the outcome of your paper. We present a checklist of "Do's and Don'ts" along with examples from our own work. We will discuss strategies to (1) query editors, (2) write effective cover letters, (3) respond to reviewers' comments, and (4) handle confusing feedback. The presentation's goal is to equip participants with concrete and simple steps they can implement immediately in their journal article submissions.

FRIDAY, JUNE 24

Part 2: Thriving in Academia: How to Create and Maintain Productive Writing Collaborations

Presenters: Margarita Huerta, Assistant Professor, University of Nevada, Las Vegas; Tracy Spies, Assistant Professor, University of Nevada, Las Vegas; Tiberio Garza, Visiting Assistant Professor, University of Nevada, Las Vegas

The phrase “publish or perish” is not new in academia. Academics are expected to publish to gain tenure and promotion. Today, many academics face increased pressure to secure external funding in addition to producing at least 2-3 quality data based research articles per year. How can you, as an academic writer, thrive in this landscape? In this presentation the panel will discuss the importance of creating strong writing collaborations with colleagues in order to thrive in academia. They will provide tips on what you should know about creating writing collaborations, tools to help you maintain successful writing collaborations, and a real-world illustration of a successful writing collaboration using the tips and tools. Attendees will be engaged to discuss how they can use the session information and their own experiences to start and/or refresh their own writing collaborations.

11:45 – 1:15 Lunch on your Own

1:15 – 2:15

When Authors Rule: The Shifting Balance of Power in Scholarly Publishing

Contessa A

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

Scientific literature traces its origins to the 17th century, and for much of the last 350 years, the practices of researchers, editors and publishers went unchanged. The digital revolution, however, has transformed the publishing landscape and rewritten the business rules. This presentation will identify what lies behind the remarkable changes of the past 15 years, and what authors can do to harness these forces to their advantage. Open Access as a movement is largely responsible for shifting the balance of power. Mandates from public and private funding agencies have moved the focus from publishers to authors and researchers. Yet with great power comes great responsibility. Scholarly authors in 2016 are masters of their own destinies, though they must master new burdens, too. In the future, it will be their fates not only to research and publish, but also to promote their work and build their reputations.

Grant Writing in Non-Research-Intensive Institutions: Tips from a Pro and Lessons from a Rookie

Contessa B

Presenters: Erin Comeaux, Resource Developer and Grant Writer, Lone Star College–Houston, Texas; Jennifer Travis, Professor of Mathematics, Lone Star College–North-Harris

Have you considered writing a grant proposal, but weren't sure where to start? Have you wondered if it is possible to write a grant proposal while carrying a full-time teaching load? Grant writing is not just for research faculty; many grant programs seek proposals from teaching institutions. In this session, you will learn how a professional grant writer approaches the craft of grant writing, and how a community college faculty member began with a half-formed idea and built it into a submitted proposal. The presenters will provide an overview of the grant writing process, outline the elements needed for a strong proposal, suggest funding streams appropriate for teaching institutions, and share tips on writing a proposal that makes a positive first impression. They will also share strategies for finding collaborators and for working effectively as a grant-writing team.

FRIDAY, JUNE 24

1:15 – 2:15 (cont.)

The Best Academic Authors Never Work Alone: How Creating a Mastermind Group Can Help With All Things Academic (Including Your Writing!)

Magnolia

Presenters: Dominique T. Chlup, President and Chief Creative Officer, Inspiring the Creative Within, LLC ; Miranda Walichowski, Clinical Associate Professor, Texas A&M University; Matthew Etchells, Doctoral Student, Texas A&M University

In this panel session, members of an academic mastermind discuss the power of masterminds and explore how masterminds can help you grow tremendously. When success guru Napoleon Hill interviewed Andrew Carnegie asking him the secret to his success, Carnegie proclaimed it was the “sum total of the minds” of his associates. Carnegie called this brainpower a “master mind.” In essence, two brains are better than one. When we gather to foster new ideas while remaining open to both inspiration and criticism, we develop and grow. But what are the keys to a successful mastermind group? This session will cover the history of masterminds, explain what one is and isn’t, explore the practical realities “non-negotiables” of what you need in order to form one, and detail the benefits, challenges, and obstacles to participating in a mastermind.

2:30 – 3:30

Advancements in Accessibility = Opportunities for Authors

Contessa A

Presenters: Robert Martinengo, Director, Center for Accessible Materials Innovation (CAMI); Elaine Ober, Director of Accessibility for Pearson's Global Higher Education Business; Joshua Tallent, Director of Outreach and Education, Firebrand Technologies; Rob Abel, Chief Executive Officer, IMS Global Learning Consortium; Jeff Jullion, Senior Account Manager, T-Base Communications

Digital technology offers students with disabilities new ways to access their textbooks, but it also raises new challenges. Accessibility has become a significant consideration in the adoption of course materials, but reliable information about how to address this issue within the marketplace is hard to come by. Textbook authors have a unique position to address accessibility issues at the inception of the content creation, development, and distribution process for instructional materials. However, there are still a number of editorial, technical, and financial considerations that can impact the overall accessibility of the final commercial product. This panel brings together representatives from the textbook publishing ecosystem to discuss the opportunities and challenges that accessibility creates for authors. The goal is to identify the next steps for the industry to ensure textbooks and instructional materials of the future will be equally accessible and usable by all students.

FIRST Things First: Essential Strategies for Stellar Writing

Contessa B

Presenter: Amy Brown, Professional Writing Coach, Academic Coaching & Writing

Academics often get little or no training in the craft of writing clearly and compellingly for publication. In my work with hundreds of academic authors, I’ve identified five strategies that have the greatest impact on improving writing. The power of these strategies stems from their ability to transform your prose, allowing readers to quickly grasp your argument’s coherence and significance. To make these strategies easy to remember, I’ve tagged each one with a phrase and summarized the set with the acronym FIRST. In this presentation, I explain how FIRST strategies work and show how to put them into action with illustrations and hands-on exercises. You will gain a working knowledge of these strategies and tips for continuing to master them in your own writing practice.

FRIDAY, JUNE 24

3:45 – 4:45

Going Digital: The Inside Scoop

Contessa A

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

What's really going on when your publisher decides to call itself a software developer? Have you ever wondered why some books are chosen for inclusion in publishers' digital product programs and others are not? Do you fully understand the advantages and disadvantages of "going digital"? Print textbook publishing has been transitioning to digital publishing models for at least three decades, but in the last five years the process has accelerated greatly. The ongoing digital transition is significantly impacting every textbook author who is actively writing or revising and causing publishers and authors to completely rethink the book as an instructional tool. This presentation provides insights into current trends in digital publishing, offers tips and strategies on how to take advantage of digital publishing opportunities, and prepares you to better adjust to the evolving educational publishing landscape. Be sure to bring your questions to this interactive session!

Strategic & Straightforward Ways to Market - Starting Today

Contessa B

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

Answer three questions: Do you want your work to be published? Do you want people (publishers, editors, and readers) to ask "what else have you written?" Do you want to make sure that your presence in today's rapidly-shifting academic world is not a secret? Prediction: You answered, "Yes", "Yes", and "Yes". So you need to know how to market. This briskly-paced session is for those who want their limited time well-invested, regardless of whether they are marketing textbooks, academic books, articles, or themselves as they seek out a publisher. You will come away from this session with specific strategies and practices to integrate into your academic writing life – starting today. The ideas you learn won't take hours of time or buckets of money. Learn to be a magnet for the eyes and minds of readers of your articles, blogs, and books. Only attend if you believe what you do is important.

TAA AWARDS CEREMONY & RECEPTION

5:00 Awards Ceremony, Contessa A&B • Reception Immediately Following

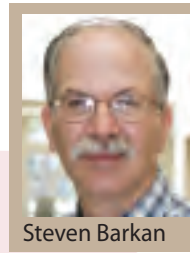
Join the TAA Council and your fellow conference attendees in celebrating the 2016 TAA Textbook Award Winners. TAA President, Steven Barkan, will present this year's Textbook Excellence Awards, McGuffey Longevity Awards, and Most Promising New Textbook Awards. The award ceremony will be followed by a reception with drinks and hors d'oeuvres.



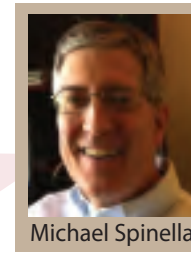
SATURDAY, JUNE 25

7:30 – 8:30

Continental Breakfast Contessa A&B



Steven Barkan



Michael Spinella

8:00 – 8:30

Saturday Welcome and TAA Update

Contessa A&B

Steven Barkan, TAA President; Michael Spinella, TAA Executive Director

8:45 – 9:45

Writing Across the Academic Life-Span

Contessa A

Presenters: Tracey S. Hodges, Assistant Professor, University of Southern Mississippi; Patricia Goodson, Presidential Professor, Texas A&M University; Erin McTigue, Associate Professor, Texas A&M University; Katherine L. Wright, Doctoral Student, Texas A&M University

Being an academic often feels like stepping into a hole of sinking sand. To avoid going under, one must be continually moving, improving, and monitoring one's writing skills, habits, and productivity. Each stage of an academic career focuses on different aspects and purposes for writing, such as grants, publications, and books, and each stage presents unique challenges. In this interactive discussion, one full professor, one associate professor, one assistant professor, and one recent doctoral graduate will share personal experiences of writing across different stages of the academic career. Each panelist will briefly present her views on writing and provide strategies for managing writing at the various stages of academic life. The presentation will end with the audience being invited to share perspectives on the topic, as well as with time for Q&A.

The Digital Book Report 2016

Contessa B

Presenters: June Jamrich Parsons, Author and Digital Book Pioneer; Marlys Mayfield, Veteran Textbook Author

In today's fast-evolving e-publishing market, both publishers and authors must continually evaluate and re-position to retain relevance in the academic markets. The traditional textbook publishing business model has been besieged by disruptors, such as MOOCs, used book dealers, consumer advocates, and content pirates. A new model is emerging that focuses on digital courses offered under subscription models similar to those used for software products. Join June Jamrich Parsons and Marlys Mayfield for a discussion of these trends and how they affect authors, institutions, instructors, and students.

How Self-Publishing Complements the Academic Life Cycle

Magnolia

Presenter: Daniel Berze, Senior Vice President, Lulu.com

Self-publishing is easier today than ever. You can publish your work and make it accessible to readers in a matter of hours. It's also rising in popularity with even the most serious of scholars reconsidering established attitudes toward this form of scholarly dissemination. However, one must determine if self-publishing accommodates their publishing needs. What specific advantages are available according to where you currently stand in the course of your academic life cycle? The insights conveyed by this presentation will help academic authors, whether they are tenured faculty members, doctoral students, or any other type of academic author, understand the advantages that self-publishing brings to each phase of the academic life cycle and publishing process, as well as illustrate the advantages available to their readership.

SATURDAY, JUNE 25

10:00 – 11:00

10 Tips and 20 Questions for Your Next Book Deal

Contessa A

Presenter: Stephen Gillen, Partner, Wood, Herron & Evans, Intellectual Property Attorney

Veteran intellectual property attorney Steve Gillen will take you on a tour of a typical textbook publishing contract, pointing out the highlights along the way. Gillen will discuss what's usually negotiable, what's often not negotiable, what questions to ask, and when to ask them. He will also give you a look inside his new book, *Guide to Textbook Publishing Contracts*, recently published by TAA. The book shares the key provisions of a typical textbook contract and how to determine what's important to you so that you can enter into the contract negotiation process better informed.

Leveraging Online Learning Technology & Environments to Benefit Research Group Writing

Contessa B

Presenter: Kathleen P. King, Professor and Program Director, University of Central Florida, Orlando

Join this session to discuss overcoming research writing and time management hurdles by using online learning platforms. With many competing demands for attention, faculty and graduate students alike have to cope with little time and structure in their research efforts. Online learning platforms afford not only structure, but also the capability to convene collaborators to design, implement, analyze and report research. Come explore using technology to better address your needs! This model of group writing provides powerful, scalable features to support writing, research collaboration, and mentoring by leveraging both adult learning principles and online learning environments' potential. The benefits include greater efficiencies, conquering limitations of time and travel, and overcoming many internal and external demands. The virtual group experience can include dynamic interaction, flexible formats, unique experiences, and new opportunities for anytime, anywhere collaboration. Participants discover the processes, benefits, and pitfalls of using LMS to facilitate research group writing.

11:15 – 12:15

Blogging to Promote Your Academic Works: Where Do I Start?

Contessa A

Presenter: Kevin Patton, Professor Emeritus, St. Charles Community College

Are you ready to start blogging but don't know quite how and where to start? Then this session is right for you! Blogging can be an extremely effective tool for academics in terms of promoting academic works and networking to establish yourself as a voice of influence within your academic discipline. A blog provides a virtual "home base" to share information about your writing, teaching, and academic interests. It provides you an effective outreach tool to network with your peers and students, and allows you to tailor your messages to the specific audience you wish to reach. In this session you will learn how to set up a blog account, what content to share, and how to select effective images. A variety of blog post formats will be shared as well as methods to promote your blog and network with others. On your mark, get set, BLOG!

SATURDAY, JUNE 25

11:15 – 12:15 (cont.)

Creating an E-Textbook: A Collaboration and Innovative Journey

Contessa B

Presenters: Audrey Cohan, Professor, Molloy College; Andrea Honigsfeld, Associate Dean, Molloy College

This presentation will focus on the design of an e-textbook and the digital technology used for publishing in the 21st century. The authors of a recent introductory textbook will describe their journey into the digital publishing world. They will discuss the ease and challenges of designing a project electronically with editors on the other side of the continent. Three areas will be highlighted for an audience that may be interested in their e-publishing opportunities in the future:

- 1) The steps in creating a proposal for an electronic book using interactive features
- 2) The innovative use of video to support the vision of the project
- 3) How to work collaboratively and electronically with both co-authors and publishers

The overall goal of the session is to offer useful, practical information regarding strategies for collaboration, writing tips, and developing an e-book with interactive features.

Mentoring Emerging Academic Writers

Magnolia

Presenters: Tamara Bertrand Jones, Assistant Professor, Florida State University; Felicia Moore Mensah, Professor, Teachers College, Columbia University, NYC; Dannielle Joy Davis, Associate Professor, St. Louis University

Academic writers typically begin developing writing skills during undergraduate education and continue throughout one's career. For many emerging academic writers, graduate education signals a shift in the expectations of writing and spurs the development of specific writing habits that ensure (or not) academic productivity. In our experience, developing emerging academic writers requires an intentional and holistic approach, including mentoring and professional development. In this session we will present the Sisters of the Academy (SOTA) model for mentoring emerging academic writers, and provide practical tips and strategies mentors can use to support emerging academic writers and facilitate the development of a community of writers at their institutions, or virtually.

12:15 – 1:45 Lunch on your Own

1:45 – 2:45

Making it Stick: Incorporating Cognitive Science Research Into Textbook Elements

Contessa A

Presenters: Laura Frost, Director of the Whitaker Center for STEM Education, Professor, Florida Gulf Coast University; Karen Timberlake, Professor Emerita, Los Angeles Valley College

Research in cognitive science has much to tell us about how people learn, retain, and retrieve information. Can we use this information to our advantage in developing textbooks to support student learning? Taking cues from the research presented in the book *Make it Stick* by Brown, Roedinger, and McDaniel, the presenters will lead an interactive session engaging the audience to discuss how people learn and how cognitive science research can be incorporated into textbook writing and development.

SATURDAY, JUNE 25

1:45 – 2:45 (cont.)

Plan to Write: Organize and Sustain an Academic Life of Predictable, Peaceful Productivity

Contessa B

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

The requirements and expectations of the academic life can easily squeeze out the time and energy you need to write. When this happens, despondency and panic set in (and you might even get cranky). Professors talk about writing, fret about writing, and feel pressured to write. Most also have a deep desire to communicate their knowledge and passion by writing articles, books, and other resources for learners. Unfortunately talking, fretting, and wishing rarely result in manuscripts or manuals. How about trying a different approach? Plan to write. Participants in this session will learn a dozen strategies to increase their writing productivity by organizing themselves as academics. Walk away from the session being informed about what to do to get organized and being inspired to do it. Expect a mixture of humor and structured practicality that will ensure an academic writing life that's more predictable and peaceful. We'll see you there!

ROUNDTABLE SESSIONS

3:00 – 4:00 Contessa A&B

Intellectual Property Rights: What You Should Know

Moderator: Ed Klaris, Principal, Klaris IP, Intellectual Property Attorney

This roundtable discussion will concentrate on copyright and trademark rights that are important to authors. We will discuss the difference between works-made-for-hire and transfers of copyright; we will go through the fair use test, and how it applies to textbook and academic authors; we will distinguish fair use from derivative works; we will talk about the mechanics of the reversion and termination provisions of the copyright act; and we will discuss how trademark law plays a role in book titles. This will be an interactive session.

Writing a Book Proposal: The First Step in Getting Published

Moderator: Michael Spiegler, Professor, Providence College

Writing your book proposal is the initial step toward getting published, and the quality of the proposal is key to being offered a contract. It also is a means of clarifying and improving your book project. We will explore general strategies and specific tips that result in a good proposal. The roundtable will include an interactive exercise to flesh out the essence of your book, which is essential to communicate in your proposal. Although the emphasis will be on textbook proposals, we will also cover monograph proposals. If you haven't written a proposal before, please have a book project in mind (even a potential one) so you can have a context for our discussion. If you have written a proposal before, come share your experiences with others (what TAA is all about) and get ideas for making your next proposal even better.

Journal-Keeping Strategies: Boost Your Motivation, Organization and Creativity in One Place

Moderator: Dannelle D. Stevens, Professor, Portland State University, Oregon

Keeping a journal for your professional life has many benefits. At the simplest level, journals provide an extremely efficient organization tool to help manage the complex events and activities in your academic life. Yet, on another level, journal-keeping can offer much more. Practicing research-based reflective activities in a journal leads to increased motivation to write, and a bevy of fresh and creative insights into your work. In this roundtable, you will learn tips on the art of journaling for success and practice several reflective activities that can be captured in a journal and used as seeds for generating research, writing journal articles, and other writing activities.

ROUNDTABLE SESSIONS

3:00 – 4:00 (cont.) Contessa A&B

Editing Efficiently in Academic Writing for ESL Academic Writers

Moderators: Qian Ji, Doctoral Student, Texas A&M University; Leigh Szucs, Doctoral Student, Texas A&M University

Once you complete the draft of any academic writing project, it is time to edit! Checking the big picture (ideas), the structure (paragraphs), the detail (grammar, spelling, or words usage), and gaining feedback (from peers and professors) are critical steps to editing any piece of academic work. However, for ESL academic writers, language limitations and cultural differences present unique challenges to be considered. Research indicates ESL academic writers experience language issues which increase the hours spent on writing and also create increased emotional stress when compared to non-ESL peers. This interactive presentation will introduce hands-on tools to help ESL academic writers edit more efficiently and with less stress. Participants will discover and practice useful strategies needed in the editing process in order to maximize writing productivity!

Let's Talk Twitter: Brainstorming Content

Moderators: Mike Kennamer, Director of Workforce Development at Northeast Alabama Community College; Katie Van Heest, Academic Editor, Tweed Editing

Are you interested in becoming more active on Twitter but struggle with knowing what content to share and how? Join us for this brainstorming discussion to share ideas on what content works, how to format and share content, and how to grow your Twitter retweets, shares, and followers. Come ready to share your tips, strategies and examples, and benefit from others.

One-on-One Mentoring

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

Thank you to our conference mentors: Amy Brown, Robert Christopherson, Laura Frost, Steve Gillen, Edward Klaris, Meggin McIntosh, Juli Saitz, Claudia Sanchez, Dannelle Stevens, Michael Sullivan, Sean Wakely, and Michael Spiegler.



Free Professional Headshots For Conference Attendees

Stop by the TAA Photo Booth on Friday or Saturday morning between 7:15 and 8:15 a.m. for a free professional headshot by Ladybug Photography by Bekky Murphy, LLC. (Bekky is TAA's very own Marketing Coordinator!) TAA's Photo Booth will be located near the Magnolia room. See map on back cover.





Ankura is a proud sponsor of TAA's 29th Annual Textbook and Academic Authoring Conference!

Ankura has an extensive practice relating to royalty compliance audits of underlying publishing agreements. Our professionals have helped authors recover millions of dollars in underpaid royalties. Ankura is navigating the shift in the publishing industry to electronic content delivery methods in education, and the resulting effect on content owners. Our professionals also assist clients in royalty related disputes by serving as advisors and expert witnesses.



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Ankura Consulting Group is a business advisory and expert services firm. As an independent firm built on five key principles – Integrity, Quality, Diversity, Collaboration and Longevity – Ankura's relationships extend beyond one engagement or issue. Learn more: www.ankuraconsultinggroup.com

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

Topics of interest include:

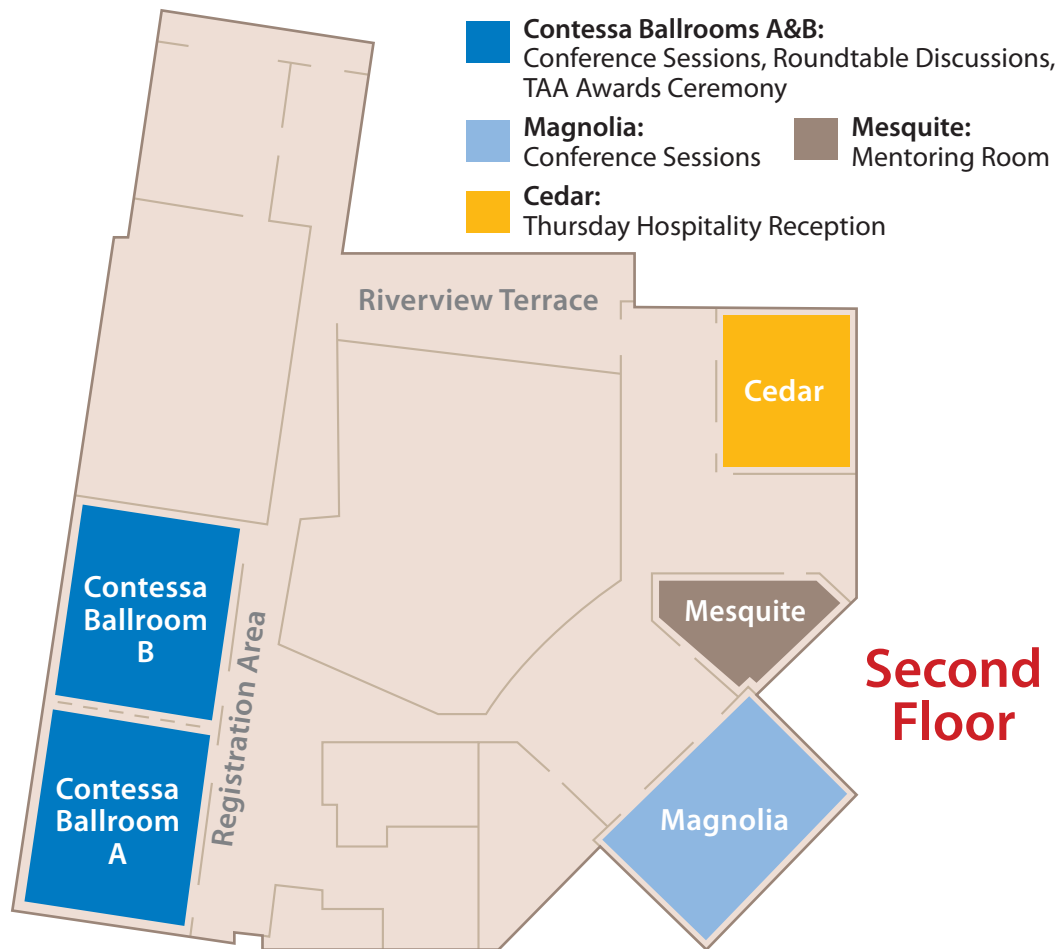
- Writing and publishing tips and strategies
- eBooks and digital publishing
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- Open access developments
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