



Recent Trends in Textbook and Academic Publishing ***Register early and receive two free books***

ST. PETERSBURG, Fla. -- The Text and Academic Authors Association (TAA) invites new and veteran textbook authors, journal article and academic book authors, publishers, editors, and other professionals, to attend its 2010 Conference, "Recent Trends in Textbook and Academic Publishing," in Minneapolis, Minnesota, June 25-26. <http://www.taaonline.net/2010TAAConference>

The first 30 conference registrants will receive a copy of *Writing Your Way to Success: Finding Your Own Voice in Academic Publishing*, by Susan M. Drake and Glen A. Jones, donated by New Forums Press; and *Self-Publishing Textbooks and Instructional Materials* by Franklin H. Silverman, donated by Atlantic Path Publishing.

The conference will feature more than a dozen sessions, a Roundtable Discussions Luncheon, an Awards Ceremony Luncheon honoring TAA's 2010 Textbook Excellence Award and McGuffey Longevity Award winners and this year's Council of Fellows inductee, a Hospitality Networking Hour each night, and mentoring by veteran authors, a literary agent and an attorney. For a full program, visit <http://www.taaonline.net/2010TAAConference/schedule.html>

Early registration ends May 1. Member registration is \$200 (\$250 after May 1) and non-member registration is \$230 (\$280). One-day member registration is \$145 (\$195 after May 1) and one-day non-member registration is \$175 (\$225 after May 1). Register online at https://www.taaonline.net/form/conf2010_reg_form.php

Take advantage of the special group rate this year: \$150 for members and \$180 for non-members per person (minimum group rate is five). Groups must register by mail: www.taaonline.net/2010TAAConference/2010_registration_form.pdf

This year's conference is being sponsored by The Copyright Clearance Center (CCC), Community College Consortium for Open Educational Resources, Atlantic Path Publishing, New Forums Press, Pearson Education, Lennie Literary & Author's Attorney, FlatWorld Knowledge, BrownWalker Press, *Mastering the Art of Credit Cards*, *The Gettysburg Approach to Writing & Speaking Like a Professional*, and Merlyn's Pen.

The Text and Academic Authors Association (TAA) is the only nonprofit membership association dedicated solely to assisting textbook and academic authors. TAA's overall mission is to enhance the quality of textbooks and other academic materials, such as journal articles, monographs and scholarly books, in all fields and disciplines, by providing its textbook and academic author members with educational and networking opportunities. www.TAAonline.net