

TAA convention gets high marks

More than 60 people attended TAA's convention in Richmond, Virginia June 20 to 21. "Every single participant would come out of the sessions exclaiming about how educational and informative each session was -- and how much they had learned," said TAA's Managing Director Janet Tucker. "I also heard some of the participants say how much they enjoyed networking with each other and getting to know other authors in their genre."

The convention has had a lasting effect on Elsa Tiner and Mary Ellen Lepionka, two newcomers to TAA who have come up with many proposals and ideas on how to spread the word about TAA, said Tucker. "Since attending the convention, they have been brainstorming along with Executive Director Ron Pynn about how to send out press releases, how to hold pre-convention workshops, how to convince members to use their listservs to spread the word about TAA, and many more wonderful ideas."

The TAA listserv has since been launched. Members can now post their opinions and responses to TAA@mail-list.com. The listserv will also allow TAA to send its bi-monthly news alerts. Said Tucker: "We hope that this will be as exciting to you as it is to headquarters."

About 22 convention attendees filled out convention evaluation surveys, which asked participants to evaluate each of the sessions they attended during the convention. Most sessions got high marks from participants. Here are some of the comments participants made about the convention:

"Always powerful! This communion with fellow writers is key! We all leave with more savvy!"

"Excellent conference; very well organized; good choice of topics."

"I like the materials on the business aspects of writing and publishing (contracts, royalties, self-publishing, mergers, etc.)"



TEXT AND ACADEMIC AUTHORS ASSOCIATION

TAA unveils new logo

TAA unveiled its new logo at the TAA convention in Richmond, Virginia. The logos were designed by Tammy Seidick, a graphic artist and designer of TAA's web site. TAA decided to create a new logo to update the association's image.

FROM THE PRESIDENT'S DESK

Convention business and pleasure

If you didn't attend this year's TAA convention in Richmond, Virginia, you missed one of the finest TAA conventions ever. Everyone who attended raved about the program and the events.

And it *was* a great program, beginning with the insights of Richard Leftwich and his long and successful writing career in economics. Robert Christopherson, in his now-famous geo-primer, told us all about the geography of Richmond and the city's role in history. Important presentations for authors and would-be authors outside of the usual issues of writing and research ranged from royalty issues, contract negotiations, and mergers and acquisitions in the publishing industry. An informative look at electronic publishing was provided by Doug Matthews of Learning Point, Dan Jones of Atomic Dog Publishing, and Frank Silverman, a speech pathology author who published his latest book with Atomic Dog.

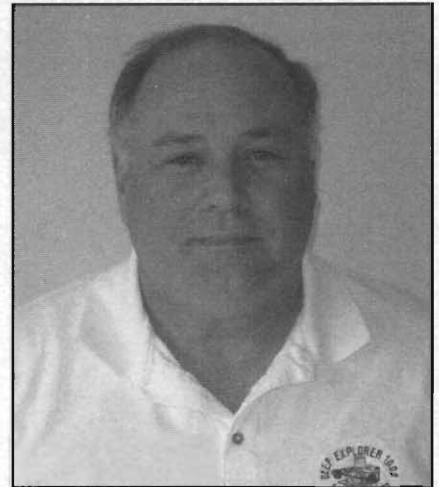
As an alternative to the usual way to publish a book, John Webber and Tim Larson took us through the economics of self-publishing. Jay Black led an open dialogue on the ethics involved with writing, and for information on traditional publishing, Chris Harris, Charles Holland, and Jay Black shared their experiences with publishing on the academic side, while myself, Ida Flynn, Bill Pasewark, and Robert Christopherson shared some secrets about textbook publishing.

I would like to extend special thanks to this year's Convention Chair Tara Gray for putting this excellent program together.

But the convention wasn't all business. Old friends caught up on recent events and new friendships were struck. The hospitality suite overflowed every night before groups broke out for dinner.

Some of my initiatives in the coming year include:

- Increasing membership. While membership in TAA remains in excess of 1,100, more needs to be done. Some very good ideas were generated at the closing session of the convention by Mary Ellen Lepionka, Pat McKeown, and Elza Tiner. In fact, they have, since then, begun to meet via e-mail, and develop strategies for promoting TAA. Thank you. Please continue to formulate plans that we can begin to implement.
- Increasing pledges to the TAA Foundation. We await IRS approval for tax-exempt status. Once that is received we will call in the pledges received. If you have not yet pledged, please consider doing so. A TAA Foundation pledge envelope has been inserted in this issue of *The Academic Author* for your convenience in making a pledge.



TAA President Mike Sullivan outlines his initiatives for the coming year.

- Increasing participation on TAA committees. TAA, in order to involve more of its members in decision-making, has developed a committee structure. If you are interested in working on a committee, contact the chair (listed on page 8).
- Investigating the current state of used books. I have asked the Authors Relations Committee and the Publisher Relations Committee to investigate the current state of affairs regarding used books and to report their findings. Any information you have that the committee would find helpful would be appreciated.
- Conducting a royalty/contract survey. We will be doing a royalty/contract survey this year. If you have questions you think would be useful to include, please let Ron Pynn, TAA's executive director, or me, know. Ron's new e-mail is rpynn@tampabay.rr.com and his new phone number is (727) 865-0045.
- Creating TAA position papers. I will be asking for volunteers to write position papers on matters of interest to TAA and its membership. If you have any suggestions for issues on which TAA should have a position, please contact me at m_sullivan@att.net
- Revising the TAA by-laws. Please contact me if you have any by-law changes you wish the special Ad-hoc Committee to consider.

Sincerely,
Mike Sullivan,
President

Pynn satirizes TAA authoring workshops

Ron Pynn, TAA's executive director, had TAA awards banquet attendees rolling in the aisles with his humorous look at TAA's authoring workshops. Below is the text of his speech at the 2003 TAA Convention awards banquet in Richmond, Virginia, June 21:

"As you well know, TAA provides workshops to writers and aspiring writers, so tonight I thought I would provide you a little insight into our workshops in order to help you convince your campus to host a TAA workshop.

TAA's workshop is called Writing to XS. We guarantee success in XS. First, you need to be an advocate for XS. But this seldom proves a problem as faculty are trained in XS and are quite good at doing things in XS.

With this said then, you should make an appointment to see your president or provost. This may prove difficult as they are likely to be in a meeting. Presidents and Provosts do this, you see, in order to avoid meeting with faculty members. If scheduling to see the president or provost proves difficult, go see the football coach. Tell the coach you have a workshop the team can attend, for which they get a semester's worth of credits, and retain their eligibility. It's important to emphasize to the coach that there will be no tests or note taking, that way it will not disrupt the normal semester sequence for the athletes.

In the off chance you do get to meet the president or provost, be sure you have a picture so you know who they are. TAA will supply you with letters of testimonials to give to them that stress the success of workshops and the presenters. Here is a sample from the letters we supply you:

"This is the best workshop I have attended in the last ten years, well, it's the only one. During this workshop I was able to completely address and write messages on all my Christmas-cards. In the afternoon session I was able to plan out a shopping list and the stores I needed to visit to purchase my Christmas gifts.

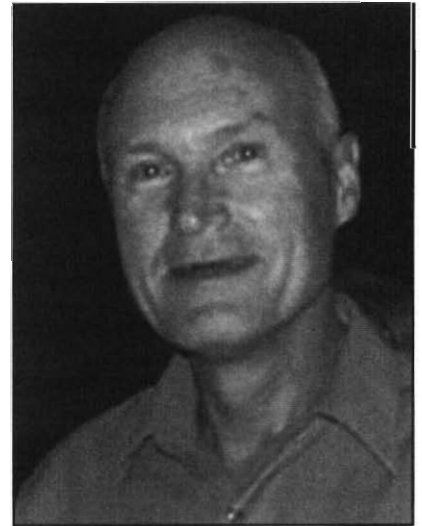
The presenter started out being the most overbearing, obnoxious, arrogant facilitator I ever encountered, but as the session went along, the person improved somewhat."

You should stress to them this is faculty development. Presidents like faculty development, especially if it doesn't cost them any money. Faculty development is defined as anything faculty do outside of class that they would prefer not to do. Because faculty don't want to do it, instinctively presidents know its worth doing, and therefore faculty development.

You will want to stress the goals and objectives of the workshop to the president as well. You can't come right out and say we are going to sit around all day, drink coffee, and fill out faculty activity forms and still get them home in time to do some-

GUEST COLUMNIST: RON PYNN

"All presidents prefer to hear about dynamic, effective teaching. They know this is an exaggeration and not true. After all they were faculty once too."



Ron Pynn, TAA's executive director takes a humorous look at TAA's authoring workshop during the awards banquet at the close of the 2003 TAA convention.

thing constructive, like mow their lawns. You will be required to talk about prestige publications and modeling effective teaching. Tell the president you plan to build a model effective teacher at the workshop. All presidents prefer to hear about dynamic, effective teaching. They know this is an exaggeration and not true. After all they were faculty once too. We all know effective teaching is overrated. Students don't want effective teachers. This means they get homework and have to take tests. Students want passing grades and not having to attend class, now that's effective teaching.

Once you have secured the workshop, TAA will also provide you a complete preparation guide on how to conduct the workshop. Let me review this with you. Workshops are held on the college campus. You will know where that is by following all the automobiles that are perpetually circling in search of a parking spot. College campuses are also full of young adults, appearing as students, walking to and fro. Now this might appear as students going to or from class, but, more likely, people looking for a party or just coming home from last night's party.

To find your parking space, it is not a good idea to park in the space reserved for the provost. Its likely to be occupied anyway. You see provosts all come in early to avoid faculty contact and then they remain cloistered in a meeting all day. However, you should feel free to park in the space marked president. They will not be on campus, most likely in Indianapolis visiting the NCAA over the latest recruiting violation, or they are visiting a rich

alumn, convincing them to contribute to the basketball program.

Once on campus, you need to find your faculty contact person. If you find an office that's big enough to hold a desk, or even has a secretary, that's not it; it's an administration building. Rather, you need to knock on doors marked storage or electrical. This will be a 5 x 7 room holding 4 or more faculty. Here you will find your faculty contact. Their job is to tell you where to go.

Once you have found the room, place a computer on a table in the center of the room. You will have no use for the computer during the session but it is sure to impress your audience. Arrange all the tables and chairs so that everyone is facing in a different direction. You can explain this is an innovative approach based on the latest literature in the field of faculty development or feng shui. Then step back and hope to hell the school didn't forget to advertise the workshop and someone besides the football team show up.

In preparation for the workshop, you will want to dress appropriately. If you are wearing cut off jeans, females should accent it with 3 inch heels, males with a tie that blinks. Also be sure your fly is closed, as this can be embarrassing, so be sure to reach down and check it every 30 seconds or so."

To read Pynn's entire speech, visit the convention news section of the TAA web site: www.taaonline.net/convention/2003_news.html

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2003 TAA CONVENTION HIGHLIGHTS

Leftwich shares pitfalls, pleasures of authorship

TAA's 2003 convention keynote speaker Richard Leftwich, author of *The Price System and Resource Allocation*, told his audience of text and academic authors that although there are some pitfalls of textbook authorship, such as the constant feedback by users and reviewers, there are many more pleasures. The pleasures of textbook authorship, he said, include fulfillment, professorship opportunities and monetary awards. He shared this advice for fellow authors:

- Find a niche.
- Make sure you have something to say.
- Put your blood, sweat and tears into it.
- Be prepared for the pitfalls.
- Get it in writing.
- Sit back and enjoy the rewards.

Author attorneys share contract negotiation advice

Author attorney Michael Lennie compares author-publisher contract negotiations to car shopping. "The sticker price of a car on the lot is always negotiable," he said. "So is an authoring contract." Lennie and fellow author attorney Lilly Ghahremani shared the following advice for negotiating contracts during their presentation "Negotiating with Publishers", at the TAA convention June 20:

- Be reasonable with the delivery date.
- Remember that permissions can be very expensive — the permission clause only talks about who's going to pay.
- Beware of vague words like "satisfactory" and "acceptable".
- When working with a new co-author, be frank, and get everything in writing.
- Keep a record of everything you send in a revision. Also keep a copy of all e-mails, files, etc.

Tips on marketing self-published works

Tim Larson, co-owner of Larson Texts, told his audience of text and academic authors during a presentation on self-publishing at the TAA convention in Richmond, Virginia, that self-publishers especially have to "put on their marketing cap". He shared several ways self-publishers can market their book:

- Attend trade shows.
- Create an online ordering site.
- Hire an independent book representative.
- Ask your family and friends to help.
- Advertise in journals.

Larson also shared some tips for others wanting to self-publish:

- Check with the post office on mailing costs for different sized packages. Certain sizes can cost more than others to mail.
- Develop, and stick with, a schedule.
- Find reviewers and a really good copy editor.
- Use an external printer and binder.
- Hire a good attorney and accountant.

- Don't do huge print runs.
- Be cautious with your advertising dollars.

Actual price of publishing textbook higher than most expect

Self-publisher John Webber illustrated the cost of publishing a textbook by having attendees play "The Price is Right," during his presentation on self-publishing at the TAA convention June 20.

Attendees were separated into seven groups, A through G, and asked to guess the prices of various textbook publishing services such as problem checkers, copy editors, typesetting, etc. Once the group spokesperson listed all the guesses, Webber unveiled the actual price of each service. The winning group received a candy bar.

During the presentation, Webber also presented a hypothetical budget for a textbook on a three-year cycle. The total projected budget was \$222,500. If the book retails for \$60, he said, the self-publisher would need to sell 3,800 books to break even (222,500 divided by 60). "It's a risky venture," he said. "You need to weigh your risks."

'Royalty Guru' teaches 'Arthur Author' the importance of having legal counsel

Armed with a red cape, a lobster hat with claws, a yellow jacket and a table, Gail Gross and Paul Rosenzweig of Royalty Review gave a four-act "Off-Off-Off Broadway" presentation laced with important lessons for authors. During their TAA convention presentation, "Royalties: A Comedy in Four Acts", Gross, dressed in a lobster hat, led Rosenzweig, wearing a yellow jacket and playing the "Royalty Guru", through the trials and tribulations of dealing with a publisher.

During the entertaining presentation, "Arthur Author" places himself in the publisher's hands without legal guidance. Arthur Author's series of problems with the publisher including a merger, translated editions he didn't know about, and changing statements, brought many moans of understanding from the audience members. As the Royalty Guru and Arthur Author synchronized their palm pilots and later decide to meet at Starbucks (Arthur Author didn't have enough money for anything more), the audience kept laughing and learning.

Author attorneys advise authors to watch out for merger clues

Publishing mergers don't come on suddenly, author attorneys Steve Gillen and Michael Lennie told their audience of text and academic authors at the TAA convention in Richmond, Virginia: "Look for hints such as costs being pulled back, editors moving through frequently, etc."

If a merger does occur, the two suggest doing

a lot of research about the merging company — the titles that will be merged, which titles compete with their books, etc.

Although authors should watch out if they're with a publisher that's acquiring, they said, if they're with the company being acquired, they should try to establish contact with the sales force for promotion of their book, and establish a relationship with the sales people who will be selling their book. "A sales conference is an ideal place to introduce yourself to the sales people for the acquiring publisher," said Gillen and Lennie.

Publishing journal articles: Seasoned pros give tips

Jay Black, co-editor of the *Journal of Mass Media Ethics*, and Charles Holland, professor emeritus of chemical engineering at Texas A&M University, shared tips for getting published with author attendees during their IAA convention presentation on publishing journal articles.

Black: "Get familiar with the journal — don't submit blindly. Skim through several issues and find the journal's pattern, topics, style, etc. If your article is too long or not in the required style, it shows that it's not really focused. Don't give up. Fifty percent of resubmitted articles are accepted."

- Holland:
- Have a general outline and write like you're telling a story to someone. Go back and polish it.
 - Eliminate the 'fog factor'. It may sound good, but do people really understand what you're trying to say?
 - Keep sentences short and make sure they say exactly what you want them to say.
 - Look into the literature and reference everyone that's done work in the subject area of your article. They may be your reviewers; you don't want them to think their work has been ignored.
 - Don't give up on your article. You will get recommendations back from the reviewer. Make the changes and resubmit.

Harris shares benefits to online, electronic journals

Photojournalism author Chris Harris shared some of the benefits of submitting journal articles to online, electronic journals such as the strictly online journal, *AcademicLeadership.org*, during his TAA convention presentation in Richmond, Virginia. Some of the benefits to online, electronic journals, said Harris, include:

- Journal articles can be translated into five languages and it will soon be expanded to 12.
- Online, electronic journal articles are printer friendly.
- Rights to the journal article can be assigned to the author.
- Online, electronic journals make it easier to archive editions/issues.
- Online, electronic journals allow for a cumulative bibliography.
- It's free to anyone browsing the website.

Greenebaum Expands Intellectual Property Practice Group

Gillen and Krafte Increase IP Group to 13



Stephen E. Gillen, formerly counsel to a large educational publisher, concentrates in publishing deals and disputes, copyright, software development and licensing transactions, Internet, and advertising law.

Lori E. Krafte practices in the areas of trademark and copyright law, including U.S. and foreign prosecution, licensing, due diligence, and enforcement. Her focus also includes publishing and Internet law.

Respected intellectual property attorneys Stephen Gillen and Lori Krafte recently joined Greenebaum's intellectual property practice, one of the fastest growing in the region. Like their colleagues, they are committed to protecting businesses' competitive positions in an ever changing global marketplace. Greenebaum's experienced IP attorneys proactively counsel clients in trademark, patent, copyright and trade secret matters. They represent clients on both sides of licensing and franchise matters, advise publishers and authors, and address the legal challenges facing software manufacturers,

Internet service providers and their customers. From securing rights through government agencies, to private negotiations and contracts, to enforcing rights in the courts or through customs, Greenebaum IP attorneys exemplify breakthrough law.

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CONVENTION

Continued from page 4

Keep Your Textbook Alive Through Multiple Editions

Award-winning math author Michael Sullivan shared tips for shepherding your text through multiple editions during his TAA convention presentation in Richmond, Virginia. If you want your book to live through more than just the first edition, said Sullivan, you need to work at it. "Complacency is your enemy," he said. "No book is ever finished. No book is ever perfect. Every book can be improved." Sullivan shares these tips for ensuring textbook longevity:

- Immediately after the textbook is published, start two files, a reprint file containing little changes, and a revision file, containing larger changes.
- Ask your publisher to get competitive reviews.
- Ask to attend a national sales meeting. Get to know the salespeople. Hang out in the Hospitality Room, but watch your drinking.
- Offer to make sales calls.
- Be prepared for unkind remarks.

Making difficult concepts easy to understand

Ida Flynn, a part-time teacher at the University of Pittsburgh who retired from full-time teaching three years ago, shared some tips for making difficult concepts easy to understand during her TAA convention presentation in Richmond, Virginia. "When you're writing a book you can't read people's faces like you can when you teach," she said. She shares these tips for making difficult concepts easy to understand:

- Think about your audience, forget everything you know and start from the ground up where your audience will be starting.
- Use familiar words and eliminate any technical terms and acronyms.
- Use metaphors, analogies and creative examples.
- Build on previous knowledge.
- Find the "essence" of the concept.
- Ask questions and make your reader pause and think.
- Try to have people not familiar with the subject read your explanation and try to explain it back to you.

Silverman: Online, print editions of texts the future

Doug Mathews of Learning Point, Dan Jones, development editor at Atomic Dog Publishing, and Franklin Silverman, a speech pathology author whose latest book was published by Atomic Dog Publishing, talked about the future of online textbook publishing at the TAA convention in Richmond, Virginia. Mathews said Learning Point, a publishing company that works with mainly middle and high school level texts, helps teachers teach subjects that are "out of field." Jones said Atomic Dog, which works with higher education texts and publishes both online and print, has created a "new breed" of books. Silverman said he believes that online editions of textbooks with interactive media is the future.

Be a proactive author: A key strategy for success

Physical geography author Robert Christopherson, who has the bestselling physical geography book in the United States and Canada, said being a proactive author has been his key to success. At the TAA convention in Richmond, Virginia, Christopherson, who retired from teaching and now writes exclusively, shared some of the things that have helped him become a proactive author:

- Develop a style guide and make it specific to your textbook (basic rules, spelling and grammar).
- Prepare a figure and permission tracking log. Design it according to how your book is set up. Christopherson's is 95 pages long.
- Be involved with your book's design and color palette.
- Use website links for recent news flashes.
- Use a large computer monitor — perhaps even a flat screen.
- Let your editor and publisher know that you're on the cutting edge.
- Buy a laptop for communication while traveling.
- Have text-specific business cards printed.
- Have a writing studio. This is critical for avoiding interruptions.

content and its own database of previously submitted student papers.

Bertelsmann sale. Debt-riddled Bertelsman AG has sold its science and trade unit BertelsmanSpringer to Civen Group Ltd. and Candover Investments PLC for \$1.21 billion.

Reform sought. Tennessee's Metro Schools Director Pedro Garcia would like to either revamp or abolish the state's 52-year-old Textbook Commission, which reviews textbooks for adoption by the state's school systems. He said the current restrictions, which limit textbook committees to only three to five people per grade level, are "too limiting."

Texts fail. A David and Lucile Packard Foundation funded review of middle school physical science texts conducted by John L. Hubisz, a visiting professor of physics at North Carolina State University in Raleigh, found that none measured up. The books, critiqued for their scientific accuracy, adherence to an accurate portrayal of the scientific approach, and the appropriateness and pedagogic effectiveness of the material presented for the particular grade level, were found to have significant errors. To read a full copy of the review, visit www.psrc-online.org/curriculum/book.html

eFrench, eSpanish. Holt, Rinehart and Winston is the first publisher to offer a complete series of Spanish and French textbooks in an electronic format. One unique feature of the new texts is an interactive student notebook that can be used to respond to activities, record answers or take notes. To learn more, visit www.hrw.com/wlse

Holt awards. Holt Interactive Spelling, Holt World Languages DVD Tutor and Holt Online Learning-Quantum Artificial Intelligence Tutors were finalists in the Association of Educational Publishers 2003 Distinguished Achievement Awards. The Awards recognize diverse learning resources exhibiting superior content and educational value.

Access restricted. In an effort to give professors more academic freedom in the classroom, a bill was introduced in the New York Legislature that would restrict the public from viewing educational materials used in college classrooms. The bill, sponsored by Assembly Higher Education Committee Chairman Ronald Canestrari, would eliminate college classroom materials from protection under the state's Freedom of Information Act.

Student DVD. The Ball State Daily News reports that sixteen Ball State theater, music, telecommunication and graphics design students created their own textbook DVD, which will be used nationwide as a supplement to textbooks published by Allyn & Bacon. The DVD, "Explore Theatre: A Backstage Pass", was entirely created by the students and assistant theater professor Michael O'Hara. It will sell for \$10 and reduce the price of the accompanying textbooks from \$75 to \$22. The reduced price is due to an encryption program that will make the DVD good for only one year.

NEWS HIGHLIGHTS

Contacting TAA. Janet Tucker, TAA's managing director, says TAA's new offices are now up and running. Here is TAA's new contact information: E-mail: TEXT@tampabay.rr.com Phone: (727) 821-7277. Fax: (727) 821-7271. Mailing address: P.O. Box 76477, St. Petersburg, FL 33734-6477.

Column wanted. Textbook adoptions are a hot topic in the news today. In California, two

bills have been introduced into the state legislature to force textbook adopters to curb spending. What do you think about this issue? Should textbooks be adopted solely on their academic merit or should price play a role? 500-word maximum. Please send your name, title, school, college or university affiliation (if any), phone number and e-mail address with your reply.

Plagiarist watch. Thousands of universities have signed up to use online copy-checkers to help catch plagiarists. Copy-checker Turnitin.com, the most popular, compares student papers against both Internet

No leftys. Harcourt/Steck Vaughn has added a new publishing guideline that forbids illustrations of people writing with their left hand.

Web-based technology. A Canadian McGraw-Hill Ryerson survey of web-based technology use among higher education instructors found that web-based technology has an immediate impact on student success. The results of the publisher's "Technology and Student Success" survey indicate that web-based technology is helping instructors achieve teaching objectives and has a positive impact on student attitudes and achievement.

For sale. Thomson Learning is selling the human resources consulting subsidiary Drake Beam Morin that it acquired when it purchased Harcourt General.

Fiction writer. Harlequin romance author Sally McClusky (a.k.a. Bethany Campbell) started out her writing career in the textbook genre. She freelanced for Harcourt Brace Jovanovich's middle school English texts. McClusky is best known for her Crystal Creek series.

Used books. Under a Florida Legislature-approved pilot project, four Florida school districts will be allowed to purchase used textbooks for use in the classroom. Pasco, Polk, Hernando and Seminole Counties will

take part in the pilot project, which will allow them to purchase used books from used book dealers or other school districts. The project has met with harsh criticism from textbook publishers and publishing industry lobbyists who say that the move could hurt the establishment of textbook standards as well as introduce error-filled first editions into classrooms. Proponents of the project say it would save school districts money.

Record membership. TAA membership is the highest in the association's history at 1,150 members. Managing Director Janet Tucker attributes the rise to the success of the association's authoring workshops.

New group. To better leverage growth opportunities within the K-12 alternative basal and supplementary markets, McGraw-Hill combined the operations of three of its divisions and renamed it McGraw-Hill Learning Group. The three divisions that were combined: SRA/McGraw-Hill, Wright Group/McGraw-Hill, and McGraw-Hill/Contemporary.

Textbook weight. The Tennessee State Board of Education is working with the state's textbook commission to determine an appropriate weight for school textbooks. The board's first job, they said, is to see what is currently being done to address the weight of textbooks, which some experts say, when combined in a backpack, can injure children. The board plans to make a

recommendation about textbook weights by July 1, 2004.

Internet texts. E-Book Systems says its Digital Flip(R) technology, which can be used to create 3-D page-turning digital "FlipBooks" out of any document, can be used with any publication, including textbooks. The publication appears as a virtual book or album. To learn more about E-Book Systems' Digital Flip(R) technology, visit <http://www.flipviewer.com>

2004 convention chair. The TAA Council, TAA's governing body, named Paul Siegel, a media law author, the 2004 convention chair. This will be Siegel's second time as a convention chair. He also chaired the 2001 convention San Antonio, Texas. Siegel welcomes suggestions for session topics. E-mail him at paul.siegel@gallaudet.edu

TAA Listserv. Communication between TAA headquarters and members, and between members, has just become easier. TAA has launched a new listserv that will allow members to post their opinions and responses with one e-mail address. The listserv will also be used to send TAA's monthly news alerts. To post a message to the new listserv, send an e-mail to: TAA@mail-list.com



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Chair: Jay Black black@bayflash.stpt.usf.edu

Members: Chris Harris, Maxinne Zinn, Chris Stanger

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Members: Michael Lennie

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Chair: Position Currently Open

Members: Robert Christopherson, Kären Hess, Dan Moody, Bill Pasewark, Al Shenk

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Members: Michael Lennie, Chris Harris, Jay Black

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Members: Michael Sullivan, Robert Christopherson

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