

The {Academic Author}

For Creators of Academic Intellectual Property

2009:3

March 2009

EXECUTIVE DIRECTOR'S MESSAGE:

January TAA Council meeting report

By Richard Hull

The mid-winter TAA Council meeting at the Sirata Hotel in St. Pete Beach, Florida, was in many ways a celebration of new steps undertaken by this organization. It is my pleasure to report on several changes that will be of interest to members.



First and foremost, the installation of Dr. Angela Jackson and Dr. Claudia Sanchez as at-large members marks a successful step in the diversification of TAA. Dr. Jackson, an American of African heritage, has had several academic appointments and is currently founder, president, and CEO of a firm that consults with schools and school districts on issues of diversity. Dr. Sanchez, an American of Mexican heritage, is an education faculty member at Texas Woman's University and principal investigator of several important grants. TAA welcomes their addition to the Council and the perspectives they bring to the organization's direction and leadership.

Second, several staff changes are of note. Margaret Matson, long-time assistant to Managing Director Janet Tucker, has announced her intent to retire from active duty. She will assist TAA in training her replacement, Sharon Pevsner, who joined us at the Council meeting. Sharon brings substantial experience in office procedures to this critical support position, and Margaret will assist her to make a smooth transition into the complexities of managing the Texty and McGuffey Awards competition, preparation of materials for our conferences and meetings, and managing our database.

I have stepped down from my appointment as executive director of the TAA Foundation to devote more time to TAA's growth and member services. I am being replaced by Dr. Jay Matteson, also of Tallahassee. Dr. Matteson has a lengthy history of work in entrepreneurial business and in higher education and has already

Continued on page 7

Cheng awarded \$400 TAA Publication Grant

Joselina Cheng, an assistant professor at the University of Central Oklahoma, has been awarded a \$400 TAA Publication Grant to cover the cost of publishing her paper, "The effects of



Cheng

innovative pedagogy on student learning outcomes in relation to learning styles," in the spring 2009 issue of the *Journal of American Society of Business and Behavioral Sciences* (ASBBS).

"The Publication Grant from TAA has made it possible for me to publish at tier-one journals that are listed in the Cabell directory," said Cheng. "One impact of publishing at the tier-one level is the scholarly credibility that can enhance my probability of tenure and promotion in an academic setting. Another is that it allows me to share my vision with readers, authors, researchers, and policy makers by promoting the integration of advanced technology and innovative pedagogy in order to promote better teaching and learning in the global e-learning environment."

Cheng's paper discusses the advantage of advanced technology to enhance teaching and learning in the e-learning environment. "Since

literature shows that static, text-based lectures do not address student's learning styles sufficiently, the paper stated research background and intellectual merit to conduct research, extend past research, and add to the body of knowledge," she said. "The research objectives were to extend past research studies if a positive correlation existed between multimedia-based learning modules and student learning outcomes in terms of addressing students' auditory, visual, and kinesthetic learning styles."

The quantitative quasi-experiment study employed multimedia-based learning modules that were created with Camtasia and Microsoft Visual Studio. While multimedia-based learning modules were given to students in control group, static lectures were given to the control group, and pretests and posttests were administered to both groups. The score of pretests and posttests were used as measures to compare differences in the learning outcomes of students in both groups. Dissemination, leadership implication, and research significance were presented. Future studies were also suggested to extend the knowledge as more traditional brick-and mortar

Continued on page 7



2009 ★ TAA Conference
on Text and Academic Authoring
El Tropicano Riverwalk Hotel
San Antonio, TX ★ June 25-27
www.TAAonline.net/TAAConference

{Inside} this issue

- 2: Featured Member: Judi Nath
- 3: To be a successful writer, first you must promote; TAA Teleconference: Is Textbook Writing For You?
- 4: TAA expands scope of TAA Publication Grants for 2009; Publish & Flourish: Become a Prolific Scholar; Teleconference: Grants 'Gamemanship'
- 5: Highlights
- 6: Book Review: *Professors as Writers*: Robert Boice
- 8: How to become a multiple book author

FEATURED MEMBER:

Author's first text teaches medical terms with foreign language approach

By Kim Seidel

Biology professor Judi Nath used her experience studying foreign language to successfully author her first textbook, *Using Medical Terminology: A Practical Approach*, published by Lippincott, Williams & Wilkins in 2006.



Nath

She is currently working on the second edition.

When Nath wrote *Using Medical Terminology*, there were no other textbooks on the market that utilized the foreign language/total immersion approach to teaching medical terminology. The book's purpose, she said, is to teach medical terminology within the context of applied anatomy and physiology.

"I realized that learning the language of medicine and anatomy was equivalent to learning a foreign language, so I wrote the book using the techniques that a foreign language teacher would utilize," Nath said. "I was well-equipped to do this, because in addition to studying biology in both my undergraduate and graduate programs, I also majored in German. In fact, I studied at the University of Salzburg in Austria and taught high school German for one year before returning to graduate school to earn my doctorate."

She earned her doctorate at the University of Toledo, and her master's and bachelor's degrees from Bowling Green State University. For the past 17 years, Nath has been a professor in the biology and health science department at Lourdes College in Sylvania, Ohio.

Her first textbook was born out of her anatomy and physiology lecture notes. "My students were struggling with the vocabulary associated with science, so I addressed the issue by beginning each lecture with an introduction to medical roots, prefixes, suffixes, and combining forms, which were applicable to the lecture and textbook topics," Nath said. "My textbook is geared for students who have no background in medical terminology or health science."

Using Medical Terminology can be studied across disciplines in any arena in which medical terms are found. "It effectively teaches students by using an interactive

immersion approach to learn the language of medicine, anatomy, and physiology," Nath said.

When writing her first textbook, Nath brought considerable experience reviewing textbooks and writing the ancillary materials that accompanied author Ric Martini's suite of anatomy and physiology textbooks. Nath has worked in various capacities with Martini for more than a decade, most recently as a co-author.

"Furthermore, my professional contacts within the publishing industry assisted in shaping my proposal and steering me toward an appropriate publisher," Nath said. "David Brake, president of Content Connections and former editor at Prentice Hall, along with Martini, initially guided me through the process. It took nearly three years to complete the writing, reviewing, and revising process. During the second year of working on *Using Medical Terminology*,

I was on a year-long sabbatical from Lourdes College."

While on sabbatical, Nath treated writing as if it were a full-time job from her home. "That is, I got up every morning and was at the computer and writing desk by 8 a.m. or sooner every day," Nath said. "I enjoy writing in the comfort of my home office. In fact, it is the only place where I can create and work uninterrupted."

Today Nath uses the textbook in her own classes, and students shape every edition of each textbook that she authors. "It should also be noted that all royalties received from textbooks sold to my students are willingly donated back to Lourdes College," she said. "I consider it unethical to do otherwise."

In addition to *Using Medical Terminology*, she is also the co-author of Martini's *Fundamentals of Anatomy and Physiology*. Published by Pearson Benjamin Cummings, the eighth edition (which has been available since January 2008 but has a copyright date of 2009) is the first that she co-authored. Plans

are under way for her to co-author future editions as well.

"In my relatively brief history within the publishing arena, I now realize that once the textbooks are in continuous revision cycles, authoring can be likened to a giant conveyor belt. However, I'm honestly living my dream – to be a teaching professor who writes books," said Nath, who is an award-winning teacher. She received the Lourdes College Faculty Excellence Award in 1997. "It is an honor to receive such an award, because both students and faculty nominate instructors. Public recognition of a job well done is rewarding."

Nath describes Martini as an "extraordinary mentor." It's important for an author to have a mentor, she said, because it diminishes the learning curve. At the same time, it lessens the mistakes of inexperience.

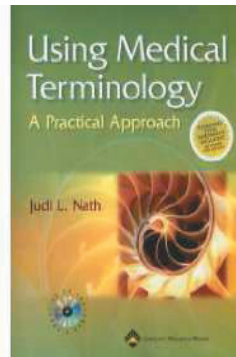
"I have learned that for a book to sell, you need the publisher, marketing department and sales force behind you 100 percent," Nath said. "Bookshelves are replete with mediocre texts, while there are plenty of excellent texts that never reach publication. Another valuable lesson is to always write with a non-fatigued mind."

New authors should not underestimate the amount of time involved in writing and/or revising a textbook, Nath said. "Working on a book is the equivalent to having another entity living in the house – it is like a behemoth that just will not go away," she said. "I would also advise that there must also be an incredible amount of passion for both the topic and for the writing process itself."

Yet, she also advises other authors to schedule one day off every week. "For many years, I did not take a vacation and worked every day – including holidays," she said. "I finally realized that how I spent my days was, obviously, how I lived my life, and I really was not getting a break from researching, writing, or faculty obligations."

Nath resides on the southern shore of Lake Erie in Sandusky, Ohio, with her husband, Mike, and their two dogs, Gabbi, a German Shepherd, and Bear, a Rottweiler. They truly enjoy spending time engaged in outdoor activities with their dogs; and without the canines, they like to bicycle, especially around Kelley's Island.

Kim Seidel is a freelance writer based in Onalaska, Wis.



To be a successful writer, first you must promote

By Michelle A. Blackley

One of the most important parts of textbook publicity and marketing is the press release. A simple yet well-written document that is going to put who, what, where, why and how can I buy this book; out into the marketplace.

If you want media coverage, you've got to make your story newsworthy and make clear why anyone should care about your new book. And you've got to offer valuable lessons learned, tips, or other useful suggestions from which the readers, listeners, or viewers can benefit. Bullet points and statistics are always helpful.

On nice letterhead, a press release should always be one page. If it's a must go to two pages but I wouldn't recommend it. You want to capture the attention of a journalist, book reviewer, bookseller, academic department, distributor, etc. immediately, and time is of the essence.

At the top you can put "For Immediate Release" but it isn't always a requirement. The dateline, date written out entirely and location (use AP style for stand alone cities and state abbreviations) will suffice. But before you get going on the text of the press release, remember the catchy headline and subhead.

The headline only has one job: to keep the reader reading! It should also be in about a 30-

Continued on page 5

TAA Teleconference: Is Textbook Writing For You?

TAA members are invited to participate in a free one-hour teleconference, "Is Textbook Writing For You?" on Monday, March 25, 12 - 1 p.m. Central Time (10 a.m. Pacific; 11 a.m. Mountain; 1 p.m. Eastern) presented by Michael D. Spiegler, Professor of Psychology, Providence College.



Spiegler

Textbook writing is a rewarding and challenging endeavor, but it is a major undertaking and it is not for everyone. If you are thinking of writing a textbook or think you might want to sometime in the future, this would be a good time to start answering the question: Is writing a textbook something I should consider? This teleconference will address the following topics:

- Why write a textbook? Some good and some less good reasons
- Personal prerequisites
- Professional prerequisites
- What writing a textbook entails: The big picture

- Testing the textbook writing water before diving in
- Making the decision to write a textbook: The critical variables

Spiegler has been a successful textbook and academic author for 40 years with several leading psychology textbooks, including *Contemporary Behavior Therapy* (5th ed.) and *Personality: Strategies and Issues* (8th ed.). He has presented numerous workshops on textbook writing at universities, professional conventions, and at the annual TAA conference. Michael regularly reviews manuscripts for textbook publishers and serves as a consultant/mentor to college textbook authors in diverse disciplines. He is currently writing a comprehensive Handbook for College Textbook Writing.

Sign up at www.taaonline.net/membersonly/TAATeleconferences/signup.html (You will need your member username and password to sign up with this form). You can also sign up by emailing Kim Pawlak at kim.pawlak@taaonline.net (include your name, email address and the title of the teleconference(s) in which you want to participate.) or calling (608) 687-3106.



Beyond the Book®



Copyright Clearance Center and TAA are pleased to be working together to podcast programs from the 2007 TAA Conference at www.beyondthebook.com.

You do not need an iPod or MP3 player to listen. Programs may be played directly at your PC, or downloaded and burned to a standard audio compact disc. Transcripts are also available.

Beyond the Book programs cover a variety of topics about the business of writing and publishing to help creative professionals realize the full potential of their works, while encouraging respect for intellectual property and the principles of copyright. We encourage you to subscribe to the free ongoing Beyond the Book series!

TAA expands scope of TAA Publication Grants

The TAA Council approved changes to TAA's Publication Grants program to include providing grants to textbook authors, and for additional expenses incurred in the publication of journal articles, books and textbooks by TAA members.

Members can apply for grants of up to \$750 to cover expenses incurred in publishing already accepted print academic journal and book and textbooks including academic journal page costs or university press subventions; the cost of preparing of artwork or other charts, diagrams, or images to be included in accepted journal articles or academic books or textbooks; and journal reprint costs.

Grants have also been expanded to include expenses incurred as a direct result of research leading to publication of a book or article, including:

- Interlibrary loan costs, or computer time costs incurred in the analysis of data, leading to publication of academic print materials.
- Costs of single photocopies of source materials for research related to the publication of an article or book.
- Costs of secretarial (copying and/or delivery) services incurred in the preparation of academic print materials.
- Cost of permissions incurred in the preparation of academic print materials for reprinting images, quoted material.

TAA has awarded five grants so far, the first to geologist Reika Yokochi. The other grants were awarded to Gail Baura, Marguerite Rippy, Joselina Cheng, and Michael Krausz.

"We've been pleased at the number of people who have availed themselves of TAA Publication Grants this next year," said TAA executive director Richard Hull. "We hope more members will apply."

TAA has up to \$7,500 available for making TAA Publication Grants in 2008-2009. Grants will be awarded on a first-come, first-served basis. The grant period runs from July 1, 2008 to June 30, 2009. To apply, visit www.taaonline.net/membersonly/publication_grants/index.html

Members who joined TAA through a workshop and received a gift membership are not eligible to apply until they have renewed their membership for a second year.

Publish and Flourish: Become a Prolific Scholar

Tara Gray, author of *Publish & Flourish: Become a Prolific Scholar*, and presenter of the TAA-sponsored "Publish & Flourish" Workshop, will present a session based on her workshop at the 2009 TAA Conference on Text and Academic Authoring in San Antonio, TX on June 27.



Gray

The myth persists that prolific scholars are born not made, but research suggests otherwise. Much is known about how to become prolific, and participants of this session will learn about several of them, including:

- Write daily for 15-30 minutes

- Post your thesis on the wall and write to it
- Write from the first day of your research project
- Organize around key sentences
- Use key sentences as an after-the fact outline
- Solicit feedback from the right colleagues
- Make effective use of feedback

Gray serves as an associate professor of criminal justice and director of the Teaching Academy at New Mexico State University. She has used these steps to publish three books, including *Publish and Flourish: Become a Prolific Scholar*. She has presented workshops to more than 3,000 scholars in twenty states, and in Guatemala, Mexico, Thailand, and Saudi Arabia.

TAA Teleconference: Grants 'Gamesmanship'

TAA members are invited to participate in a free one-hour teleconference on "Grants 'Gamesmanship'" Thursday, March 19, 12 - 1 p.m. Central Time (10 a.m. Pacific; 11 a.m. Mountain; 1 p.m. Eastern, presented by Jay Matteson, executive director of the Text and Academic Authors Foundation (TAAF).



Matteson

This teleconference is designed to fine-tune the grantseeker's skill base in practicing the process or identifying, writing, and winning grant awards. This includes: how to align "Your Vision" with the grantmaker's "Great Ideas"; how to manage the "must do" checklist for writing and submitting grants; and how to apply time-management strategies for producing final award winning products.

To facilitate this process, participants will be asked to submit to the presenter 48 hours prior to the teleconference a, "Pre-participation Grant Awareness Survey", which will be sent with the call-in instructions for this teleconference. Because of this requirement, the deadline for signing up for this teleconference is Tuesday, March 17, 12 p.m. CT.

Jay Matteson will celebrate his 40th

anniversary as a professional educator this year. Twenty of these years were spent providing operational and instructional leadership to medical and allied healthcare academies, associations, and businesses in the study and clinical practice of pain management and Physical Medicine & Rehabilitation.

Dr. Matteson offers a unique perspective to the Grantseeker as he has served in the lead role as both grantmaker and grantseeker. This includes: grant oversight and management of protracted large-scale multi-million dollar projects for state education offices as well as Principal Investigator for procurement, award and administration of corporate and university contracts & grants focusing on education and training in science, technology, engineering and mathematics (STEM) and biomedical technology innovations. Matteson is currently writing grants in support of the TAA Foundation.

Sign up at www.taaonline.net/membersonly/TAATeleconferences/signup.html (You will need your member username and password to sign up with this form). You can also sign up by emailing Kim Pawlak at kim.pawlak@taaonline.net or by calling (608) 687-3106.

Visit the TAA website at: www.TAAonline.net

HIGHLIGHTS:

Editing discount. Freelance editor Elsa Peterson is offering TAA members in their second year of membership 15 percent off her services. Peterson has been a freelance editor since 1984, specializing in college textbooks in the behavioral and social sciences, arts, humanities, and related disciplines. Contact Peterson or other editors offering discounts to TAA members: www.taaonline.net/membersonly/editing/index.html

Taxes teleconference. TAA members can now listen to a recording of the February 10th TAA Teleconference "Taxes and Authors - What You Should Know" presented by Robert M. Pesce, Partner, Marcum & Kliegman, LLP: www.taaonline.net/membersonly/TAATeleconferences/taxes_and_authors.html

Service learning. Nancy Volkman, associate professor in the department of landscape architecture and urban planning at Texas A&M University, College Station, will moderate a Roundtable Discussion at the 2009 TAA Conference (San Antonio, June 25-27) on "Service Learning Through Applied Projects." Learn more at www.taaonline.net/notes/index.html#3notes

Google notice. U.S. copyright holders are being asked to decide how they want their works to be handled if the Google Book Search Settlement is approved by the court on June 11, 2009. Authors and publishers of in-copyright written books (such as novels, textbooks, dissertations, and other writings) and inserts (text and other material such as forewords, essays, poems, quotations, letters, song lyrics, children's book illustrations, sheet music, charts and graphs if independently protected by U.S. copyright, contained in a book, a government work or a public domain book) that were published or distributed in hard copy format on or before January 5, 2009 and have been registered with the U.S. Copyright Office, need to decide whether they should remain in the settlement, object to or comment on the settlement, opt out of the settlement and keep their right to sue Google individually, or file a claim for cash payment. Learn more at www.googlebooksettlement.com

Grammar errors. Becky Burckmyer, author of *Awesome Grammar* (Career Press, 2008), shares the 'Top 10' grammar errors she has seen in her 20-year career as a copywriter, writing coach and seminar leader. Number 1: Incorrect placement of quotation marks. Note that quotation marks go OUTside periods and commas, whether the little marks are part of the quoted material or not. Read more at www.taaonline.net/membersonly/howto/writing_10grammar_errors.html

BLACKLEY**Continued from page 3**

point font and bold. If you choose to make it outrageous, make sure you can back it up. You don't want a journalist/department to call you and then not be able to support it! Also, remember who is readying it. It may need to be altered according to where it is being sent.

Like the headline, the first paragraph should be newsworthy and possess language that captures the reader's attention and briefly tell, in one to two sentences, what is being announced. The second paragraph, what is called a nut graph in a journalist article, should summarize or present background of the topic.

After you list the important information about your book, it's message, maybe the page length, new, interesting and innovative research, etc. you should close the press release with an author bio. Feel free to bold the name or state "About the author."

Lastly, the final paragraph should offer contact information to the publisher, author, distributor or publicist and a Website or another go to place for additional information.

Now that the press release is written and proofread it must be put out over the wires and passed along to relevant audiences. With today's Internet there are plenty of free service sites that will distribute a press release to national, if not global, recipients.

Michelle Blackley is a literary publicist in Buffalo, NY, and a freelance writer.

JACOBS DEBRAUWERE LLP

Publishing / Media / Intellectual Property Attorneys

- Our firm represents several award-winning authors
- We have negotiated with scores of publishers over the years
- Arthur Jacobs, our senior partner, who has been representing authors for over 35 years, brought and won the celebrated class action on behalf of approximately 3000 authors against Vantage Press, Inc. and others

445 Park Avenue, 17th Floor, New York, New York 10022

(212) 207-8787 • jddlaw@jddlaw.comLearn more about us at www.jddlaw.com

BOOK REVIEW:

Professors as Writers: A Self-Help Guide to Productive Writing by Robert Boice

Reviewed by Anna Adachi-Mejia

In academia, a key metric by which professors are measured – prolific writing – is not formally offered in academic training. When I have asked productive scholars to describe their method, they typically articulate a singular strategy rather than a process: scheduling a set time,



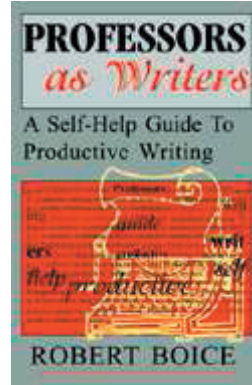
Adachi-Mejia

locking yourself in a room until the work is done, or working when you are fresh. In search of ways to increase my own output, I began to read what others had written about academic writing, and noticed that all but of one of the books in my growing collection had something in common: they cited Robert Boice. So, when the opportunity came to review Boice's *Professors as Writers*, I jumped at the chance. But I also wondered – had more recent books rendered *Professors as Writers* obsolete?

Boice has clearly thought a lot about professors as writers. Not surprisingly, the

themes in *Professors as Writers* appear in the books which have followed it: write regularly to avoid binge writing, keep track of your writing time, revise a lot, find a writing buddy, and accept that writing is hard work. But *Professors as Writers* uniquely helps willing readers self-identify and eliminate poor, typically unintended, work habits. In spite of its unattractive cover, thin margins, and lack of an index, *Professors as Writers* offers readers the gift of Boice's wisdom and experience.

Professors as Writers provides strategies to correct writing problems and to prevent relapse. It includes a fully-annotated bibliography of "hindrances" to productivity. I appreciated Boice's guide for avoiding




excessive and unchecked spontaneous writing, which leads not only to "emotional upheavals" but also to a physical "disarray" of writing copy. I laughed out loud while brainstorming possibilities for contingency management to facilitate regular writing. My favorite contingency: sending a check "to a despised organization."

The Appendix contains the gem: "The Blocking Questionnaire: An Instrument for Assessing Writing Problems." This tool enables readers to quickly identify specific problem areas. You may find, as I did, that you are blocked in areas you did not want to recognize. As you uncover areas to specifically address, *Professors as Writers* can help your individual needs.

Boice offers a means to "make life feel less harried." For me, the power of *Professors as Writers* grew with each re-reading. Though brief, it is not a quick read: Boice offers readers an individualized process to iteratively explore. He explains, "You'll have to see what works most reasonably and reliably for you. And, you'll need to use good sense. Writing

Continued on page 8



Michael Lennie

Authors' Attorney, Literary Agency

Licensed in California and New York
Special discount for TAA members

- Contract reviews
- Contract negotiations
- Collaboration agreements
- Contracts/Copyright Litigation

- Publisher placement
- Proposal review/editing
- Licensing rights
- Copyright issues

— Member of Authors Guild —

2255 Avenida de la Playa, Suite 7b2, La Jolla, CA 92037

(858) 456-0138

michael@lennieliterary.com • Visit www.lennieliterary.com

Copyright©2005 Lennie Literary Agency. All rights reserved.

CHENG

Continued from page 1

universities transition to hybrid institutions to meet the rising demands for quality online education.

Cheng said she that decided to apply for a Publication Grant from TAA rather than from another source as a way to promote TAA to other academics: "In addition to being an author of publications with major publishers such as McGraw-Hill and Prentice Hall, I also present at regional, national, and international conferences. I liked the idea of having the opportunity to introduce and acknowledge TAA to other scholars in academia, and to industry professionals in cross-sectors."

She also wanted to promote diversity among the TAA membership, she said: "Personally speaking, the special feature of highlighting TAA members who have been awarded with TAA Publications Grants on the TAA website and print newsletter is a great way to promote diversity and to reach diverse members in global communities."

Cheng worked in the information technology industry for 20 years as a project manager and senior analyst before switching to academia in 2000. She earned her doctorate in business administration specializing in organization learning, change management, innovative pedagogy, and e-learning. She has published workbook and virtual tutor learning systems with Prentice Hall, McGraw-Hill, and Pearson. Her scholarly activities include innovative research, grant writing, conference presentation, and publication in referred-reviewed journals including *Journal of American Society of Business and Behavior Sciences (ASBBS)* and *Journal of Business and Education Leadership*.

TAA members can apply for a Publication Grant of up to \$750 to cover the cost of publishing already accepted journal articles, or for the preparation of artwork or other charts, diagrams or images to be included in accepted articles or academic books. www.taaonline.net/membersonly/publication_grants/index.html

HULL

Continued from page 1

outlined a grant strategy, which I reported on in my From the Executive Director column in December, that holds great promise. He also has recently offered a workshop on grant writing at one of our TAA Chapters, and is presenting a teleconference on the same topic this spring for TAA.

Third, the increasingly popular TAA Publication Grant program that offers grants of up to \$750 to members who have renewed at least once has been expanded. Grants are now available for a wider range of activities than previously supported, including computer time for data analysis, interlibrary loan costs, photocopying of source materials for research related to the publication of an

GOVERNING COUNCIL:

Executive Members:

Paul Siegel, President (psiegel@hartford.edu)
 Don Collins, Vice President/President-Elect (don.collins@wku.edu)
 Paul Rosenzweig, Treasurer (royaltyreview@sbcglobal.net)
 Ron Pynn, Secretary (rpynn@comcast.net)

Council Members:

Steve Gillen (SEG@GDM.com)
 Tara Gray (tgray@nmsu.edu)
 Fred Kleiner (fsk@bu.edu)
 Mary Kay Switzer (MKS Switzer@csuponoma.edu)
 Nancy Volkman (nvolkman@tamu.edu)
 Barbara Waxer (bwaxer1@comcast.net)

Council Members At-Large:

Michael Sullivan (M_Sullivan@att.net)
 Angela Jackson (decarla1@yahoo.com)
 Claudia Sanchez (csanchez@mail.twu.edu)

Past President:

John Wakefield (jwakefie@msn.com)

TAA Staff:

Richard T. Hull, Executive Director (richard.hull@taaonline.net)
 Kim Pawlak, Associate Executive Director, Editor *The Academic Author* (kim.pawlak@taaonline.net)
 Ginny Pawlak, Assistant to AED (ginny.pawlak@taaonline.net)
 Janet Tucker, Office Manager (TextandAcademicAuthors@taaonline.net)
 Margaret Matson, Program Assistant
 Sharon Pevsner, Program Assistant
 Jodi Matson, Program Assistant
 Susanna Patrick, Program Assistant
 Paula Heimbecker, Production Editor, *The Academic Author* (pheimbecker@winona.edu)
 Tammy Seidick, Webmaster (seidick@ptd.net)

article or book, secretarial services, and permissions costs incurred for reprinting images and quoted material. Other publishing-related activities that are common to academics and textbook authors may be proposed. You are invited to review the new application guidelines and form on the TAA website. First-year members and members who joined through a workshop and who renew early for a second year are now eligible for grants.

The array of teleconferences assembled by Associate Executive Director Kim Pawlak for the spring of 2009 is truly exceptional. Members will be able to sharpen their grasp of tax law as it applies to academics and text authors, brush up their grant writing skills, better determine whether royalties are being fairly and fully paid, employ the techniques

of "fast writing" and "slow editing" to increase their productivity, explore whether to become a textbook author, understand the negotiation of author/publisher contracts, and apply book publicity strategies developed for trade publications to academic ones.

Finally, the TAA staff has been directed to work with our extraordinary workshop presenters to develop a continuing education credit and credentialing process for workshop participants that will draw the attention of their chairs and deans and other supervisors to their efforts at professional development. This development will formally institute TAA's workshop program as constituting an Academy of Academic Authoring.

Please Thank Our 2009 Conference Sponsors

Featured Conference Sponsor of the Roundtable Discussions Luncheon:



Conference Sponsors:



How to become a multiple book author

Michael Sullivan, professor emeritus of mathematics and computer science at Chicago State University, and author of three Precalculus series and one Business series, will present a Roundtable Discussion on "How to Go From a One-Book



Sullivan

Author To a Multiple-Book Conference on Text and Academic Authoring in San Antonio, TX on June 26. Roundtable Discussions are small-group discussions held over lunch.

You've written one successful book, but where do you go from there? Sullivan, the

author of two successful mathematics series, will share how you can build on the success of your first product to author multiple books or a series of books. He will cover how to approach a publisher about the idea for a second book; whether you should go to your current publisher or seek out a new one; as well as how to manage multiple books.

Sullivan has been writing math texts for over 30 years. He currently has 15 books in print: three Precalculus series with Prentice-Hall and one Business series with John Wiley. Sullivan is a member of the Council of Fellows of TAA and has been awarded a Texty and a McGuffey Award for two of his books. He is currently Treasurer of the TAA Foundation and a Past President of TAA.

BOOK REVIEW Continued from page 6

made too high a priority – so that it excludes a social life or proper attention to teaching is doomed to failure." *Professors as Writers* should be required reading for anyone involved in academic writing – writer, teacher, or mentor.

About the Reviewer

Anna Adachi-Mejia is a Research Assistant Professor in the Department of Pediatrics at Dartmouth Medical School, and Assistant Director of the Community Health Research Program at the Hood Center for Children and Families at Dartmouth Medical School in

Lebanon, New Hampshire. She received both her M.S. and her Ph.D. from The Dartmouth Institute for Health Policy and Clinical Practice at Dartmouth Medical School. Dr. Adachi-Mejia has extensive experience in survey research methods. As a behavioral health scientist, her primary areas of investigation include obesity and tobacco prevention in rural youth, promotion of physical activity in rural mothers, and promotion of healthful eating in the workplace. As an editor and writing coach, she reviews and edits manuscripts and grants, supports graduate students navigating the challenges of academia, and helps motivate blocked writers. She can be reached at mywritingpartner@gmail.com.



PRST STD
U.S. Postage
PAID
Permit No. 155
Winona, MN