

The {Academic Author}

For Creators of Academic Intellectual Property

2009:7

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ASSOCIATE EXECUTIVE DIRECTOR'S MESSAGE:

Help TAA grow

By Kim Pawlak

TAA is launching a direct mail campaign this fall to attract more textbook authors to the association and we need your help to build our list.

Help TAA grow by sending us the names and mailing addresses of your friends, co-authors, and colleagues who are either current textbook authors, or who are considering writing a textbook.

The first 30 of you who send at least 20 names and mailing addresses will receive a copy of *Self-Publishing Textbooks and Instructional Materials*, by Franklin H. Silverman (donated by Atlantic Path Publishing). To qualify for the free book, all names and mailing addresses must be sent via email to me at Kim.Pawlak@TAAonline.net by October 1, 2009. Those of you who send 1-19 names will receive a coupon for \$5 off your membership renewal rate.

As TAA's textbook membership grows, so does the network of support it can offer you.

Why are we only seeking to attract textbook authors? Because we already reach out to academic authors through the sponsorship of academic authoring workshops held on campuses across the country. Although we attract many new textbook authors each year through TAA gift memberships given by current members, through textbook authors who visit the TAA website, and through textbook authors who attend the TAA annual conference, we need to develop a proactive effort to reach out to even more of them.

I also encourage you to renew your TAA membership if you have not already done so. The best way to keep TAA strong is to maintain your membership. If you are unsure of your renewal date and haven't received a renewal notice, please contact me at Kim.Pawlak@TAAonline.net or (608) 687-3106.



Sign up for free October TAA Teleconferences

Sign up now for several new TAA Teleconferences being offered in October.

Participation is free for members.

Sign up at www.taaonline.net/TAATeleconferences/index.html

Generating & Refining Research Ideas, Part One

Monday, October 5th, 10 - 11 a.m. CT (8-9 a.m. Pacific; 9-10 a.m. Mountain; 11-12 p.m. Eastern)

Textbook Supplements: The Big Three, Part One

Monday, October 5th, 12 - 1 p.m. CT (10-11 p.m. Pacific; 11-12 p.m. Mountain; 1-2 p.m. Eastern)

How Authors Can Navigate Successfully Through Copyright-Related Issues

Thursday, October 8th, 12 - 1 p.m. CT (10-11 a.m. Pacific; 11-12 p.m. Mountain; 1-2 p.m. Eastern)

Generating & Refining Research Ideas, Part Two

Monday, October 12th, 10 - 11 a.m. CT (8-9 a.m. Pacific; 9-10 a.m. Mountain; 11-12 p.m. Eastern)

Textbook Supplements: Electronic Products, Part Two

Monday, October 12th, 12 - 1 p.m. CT (10-11 p.m. Pacific; 11-12 p.m. Mountain; 1-2 p.m. Eastern)

Making the Most of the Author-Editor Relationship: Insights From An Author & Editor

Monday, October 19th, 10 - 11 a.m. CT (8-9 a.m. Pacific; 9-10 a.m. Mountain; 11-12 p.m. Eastern)

Using Social Media To Promote Your Writing & Your Personal Brand

Tuesday, October 27, 12-1 p.m. CT (10-11 a.m. Pacific, 11-12 p.m. Mountain, 1-2 p.m. EST)

Read more about these teleconferences on the TAA website at

www.taaonline.net/TAATeleconferences/index.html

Listen to recordings of past TAA Teleconferences at www.taaonline.net/TAATeleconferences/index.html

You will need your member username and password to access these free recordings.

If you don't have your username and password, email TAA headquarters at TextandAcademicAuthors@TAAonline.net



www.TAAonline.net/2010TAAConference

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NOTABLE AUTHOR:

Author writes pioneering medical office textbooks

by Kim Seidel

Marilyn "Winkie" Fordney is an award-winning artist and author who has written and co-written more than 52 books in the past three decades. Several of her books, which cover three different medical areas for transcription, administrative medical assisting and insurance, were the first textbooks in those fields.



Fordney

This distinction includes her first book, *Insurance Handbook for the Medical Office*, which had a 30-year anniversary in 2008. The first edition was published in 1977 in both hardback and paperback.

Currently, she's looking forward to publishing the first edition of her newest book, *Fordney's Medical Insurance Dictionary for Billers and Coders*. It will be published by Elsevier Saunders by the end of 2009. "It is the first of its kind to have a comprehensive listing of health insurance, billing, coding, and credit and collection terms with definitions," she said.

Also this year, Fordney will see the 11th edition published of *Insurance Handbook for the Medical Office*. This is the book that launched her writing career in 1975 and continues to be successful today.

Interestingly, this book, her most successful, was borne out of one of her initial teaching assignments. She began instructing an insurance and billing course off campus through Ventura College in California. More than 60 students showed up the first night. There was no textbook for the class.

A few years later, the school bought a printing press, and I put together a syllabus for the class," Fordney said. "Six schools began purchasing it at cost for their campus students."

Then in 1974, she sent copies of the syllabus to four publishers and received positive responses from them. She agreed to contract with W.B. Saunders Company in Philadelphia one year later. She began typing her book on a typewriter she rescued from her house fire of 1970.

Insurance Handbook for the Medical Office continued to prove successful. The second edition in 1981 included a workbook to accompany a revision of the textbook. After the third edition in 1989, the decision was made to publish the handbook every two years to keep the material updated.

The seventh edition in 2002 marked the 25th anniversary of the *Insurance Handbook for the Medical Office*, which won the William Holmes McGuffey Award by the Text and Academic Authors Association.

Fordney has won several TAA awards. She also is a long-time member of several professional organizations, including the American Association of Medical Assistants and the American Association of Professional Coders.

Fordney with her co-author Linda French earned the TAA Texty Excellence Award in 2003 for *Medical Insurance Billing and Coding: An Essentials Worktext*, first edition. In 2004 she and French were honored with the William Holmes McGuffey Award in Life Sciences for *Administrative Medical Assisting*, fifth edition. In June 2005 Fordney was inducted into the Council of Fellows by the Text and Academic Authors Association at the annual meeting in Las Vegas.

With the success of her textbooks, Fordney and her husband, Sandor "Alex" Havasi, have formed two nonprofit organizations. The first private nonprofit is Fordney Foundation, which helps those from ages 6 to 25 in dance sport – ballroom dance competition. "We actively fly to many of these competitions during the year to hand out the awards in person," Fordney says. Earlier in 2008, they attended the Arnold (Schwarzenegger) Sports Classic in Columbus, Ohio, where more than 17,000 athletes competed. Fordney sponsored the dance sports events. They met both Schwarzenegger and his wife, Maria Shriver.

The second nonprofit private foundation is the Havasi Wilderness Foundation. The objectives are to help disadvantaged schools and children to educate them about animals, plants, birds, our ecosystem, and how to respect our environment," Fordney said.

Prior to focusing solely on her writing career since 1987, Fordney worked in the medical field and eventually as a teacher for many years. These jobs brought her the experiences and opportunities to write textbooks, an endeavor she greatly enjoys. "I write mainly in the morning hours, because I am fresher and not tired and can create and think better," she said.

Her interesting family background and numerous successful artistic pursuits also broadened her ambitions and horizons.

Marilyn Yoshiko Takahashi, a Japanese-American, was born in Los Angeles on Dec. 22, as the eldest of five children. Even before birth, her mother gave her the nickname "Winkie." She also instilled a positive attitude

in her daughter.

Throughout her life, Fordney says she has always believed she "can do it" and "does it all," living every day as though it was her last. Fordney won many county fair ribbons for her arts and crafts. She has worked in a wide variety of mediums, from painting with oil and water to sculpting with stones off the beach. Since 1971, she has knotted; she's known as an expert in Chinese knots.

She's been involved in fiber arts, beaded art, cloth doll making, paper making, origami, sewing, knitting, crocheting, needle lace, tating, Brazilian embroidery and other crafts. "I have traveled extensively to many other countries and learned the folk crafts from each of those countries that I have visited," she said. "I never spend time being idle and my hands are always busy."

In her younger years, she was a ballet dancer. She continues to tap dance, line dance, and square dance. In 2001, she began ballroom dancing, competing regionally, nationally and in world dance contests. She reached the intermediate silver level by 2004.

Perhaps her childhood set the stage for Fordney's tremendous amount of stamina, curiosity and enthusiasm – her obvious zest for life. When World War II broke out in 1942, she and her family were sent to an internment relocation center at Santa Anita Racetrack in California. Father Flanagan of Boys Town, Neb., took them under his care. He hired her family to care for the Boys Town grounds and supervise groups of boys for the next five years.

"In 1947 the family drove back to California with little to start with. We lived with three other families in a house in Los Angeles for three years," Fordney said. "The savings reaped us an old farm house, which we fixed up by ourselves."

When she graduated from high school in 1954, she was hired by the son of her godfather, an orthopedic surgeon. She learned front and back office skills on the job and attended night classes for several years.

She expanded her experiences by working for a general surgeon and in radiation and nuclear medicine at hospitals. She also worked for biophysics and medical professors at the University of California-Los Angeles. In 1968 she was invited to teach medical assisting subjects to high school dropouts for a pilot project school in a ghetto funded by

Continued on page 8

Former TAA President L. Kathy Heilenman dies

Former TAA Past President L. Kathy Heilenman died July 31, 2009 after a lengthy struggle with breast cancer. She was 64.



Heilenman

Heilenman was an associate professor of French and Italian at the University of Iowa, and taught courses in Second Language Acquisition, Foreign Language Education, and French language. She was also a founding co-director of Foreign Language Acquisition Research and Education (FLARE) and its doctoral program in Second Language Acquisition. She was the lead author of *Voilà*, a first-year college French textbook, now in its fourth edition. Her work also appears in numerous scholarly journals and edited volumes.

She served as president of the Text and Academic Authors Association from 1994 to 1995. During that time, she served as chair on a TAA Committee that developed TAA's "Position Statement on the Academic Value of Textbooks" (www.taaonline.net/membersonly/documents/textbook_value.pdf).

TAA profiled Heilenman in its Notable Author series in 1998.

She was a graduate of Eastern High School in Middletown, Kentucky and received her doctoral degree in Foreign Language Education

from the University of Louisville. Before coming to the University of Iowa in 1989, she taught French at middle school, high school, and post-secondary levels in Kentucky, Virginia, Illinois, and Louisiana. She served as the president of the Kentucky Chapter of the American Association of Teachers of French (1978), president of the American Association of University Supervisors, Coordinators, and Directors of Foreign Language Programs (1994-1996), and chair of the Research Special Interest Group of the American Council on the Teaching of Foreign Languages (2000).

She touched directly the lives of the hundreds of students, young scholars, and colleagues who were fortunate enough to work with her, and indirectly the thousands of students who learned French through her textbook. In the past decade alone, she served as director or co-director of 10 dissertations and served on 35 committees for PhD, MA, undergraduate Honors, and International Programs students.

When not engaged in her academic activities, Kathy could always be found outdoors with her dogs. She loved her dogs (Bouvier and Border Collies) and the work they shared in several sports, especially herding. Through weekly lessons she generously shared her expertise with novice herding dog owners. Over many years she also competed in, taught, and judged dog obedience and agility.

A member and diligent supporter of the

Remembering Kathy ...


"I was saddened to learn of Kathy's passing. I remember her well, from her days on the Council as well as TAA President. Her most significant contribution to TAA was her work to establish the academic value of textbooks within academia. If an academic article required three outside reviews for publication, a textbook likely had 20 or more reviews before final publication. Her white paper on the academic value of textbooks was a first rate piece of scholarship. She was president at a time of transition when TAA was moving from being only a textbook organization to the text and academic authors organization. I believe a contribution to the animal sanctuary would be most appropriate."

With fond memories and great respect.
— Ron Pynn, TAA Council At-Large Member, Former TAA President, Executive Director & Council Secretary

"Even though I did not know her well, I observed that Kathy always was able to knife through the issues to get to the heart of the matter. She contributed a great deal to TAA through her leadership. She will be missed."


— Mary Kay Switzer, Former TAA Council Member

Continued on page 5



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Copyright Clearance Center and TAA are pleased to be working together to podcast programs from the 2009 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!



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TAA
TEXT AND ACADEMIC AUTHORS ASSOCIATION

Manage your goals with use of 'Pyramid of Power'

by Kim Pawlak

To help her clients focus on important tasks instead of wandering from task to task, Susan Robison, a psychologist and faculty development consultant with Professor DeStressor, created the "Pyramid of Power" — a pyramid-shaped goal-setting model.

"I chose the pyramid for the design of my model because that is the most stable structure you can construct," she said. "It has a wide base and a narrow top, with your goals at the top. The model can work top down and bottom up."

Many people operate with their goals as a huge top, with a very narrow bottom or no bottom at all, says Robison. "The goals are floating around up in the air and they aren't anchored to anything," she said. "The Pyramid of Power reverses that, anchoring your goals."

The Pyramid of Power has four elements. They are, from the bottom up, said Robison:

1. Purpose Statement. Your purpose statement is your philosophical belief. This doesn't change much across your whole lifetime. "You may be able to come up with your purpose statement in minutes, or it may take you over a year," she said. "The amount of time it takes is no reflection on your intelligence, your physical attractiveness, or your mental health. It is a phenomena all by itself. So if you're struggling with your purpose statement, it's something that's going to be an ongoing take-home assignment for you. One woman I worked with spent half of her time teaching at a university and the other half of her time serving as a liaison between a diversity center on campus and the urban community in which she lived. We came up with a purpose statement for her that said: 'I am a bridge connecting ideas and people for the greater good.'"

2. Mission Statement. Your mission statement is more practical, and changes every three to five years for adults, and sooner for students. Your mission statement answers the question, "If I am here for this purpose, what shall I do about it?" "To write your mission statement, you will need to know what your strengths are (three verbs), what your values are, and to whom you typically offer yourself to," she said. "As a result, your mission statement will follow this formula: 'My mission is to (verb, verb, verb), that are my strengths, for, to, or with (people, people, people), who want (value, value, value - your four to eight values). When you put your mission statement together, it's really helpful to use information from the outside world,

such as your students."

3. Vision Statement. Your vision statement is the outcome of your mission. Here's a device to get at your vision, she said: "The phone rings five years from now. You've been waiting a long time for this very special call. Who is it and what do you want them to ask you? Is it the Nobel Committee asking you to come to Stockholm to accept your award? Is it yet another publisher chasing you down, offering you millions of



"The Pyramid of Power" Copyright 2009. ProfessorDestressor.com

dollars to write a book? What kind of call is it that you have hoped for and worked for your whole life and it's finally coming together?"

4. What things shall I do to make my vision come alive because I'm living my mission because I know what my purpose is? These things are your goals, which can be broken down into tasks. "Once your Pyramid of Power is in place, it motivates and energizes everything you do," she said.

Ask yourself the following questions based on your Pyramid of Power to prioritize new opportunities as they come to you, said Robison:

1. Does it fit my Pyramid of Power? (If you have trouble saying no, it's now going to be easy because anything that's not in your Pyramid of Power is a no.)

2. What does the opportunity cost me in time, money, energy, and attention?

3. What's the loss and gain of this opportunity and the loss and gain of the other opportunities you don't do while you do this opportunity?

In order to work with your Pyramid, said Robison, you've got to procrastinate: "I think we all need to procrastinate a whole lot more than we do, because what we need to do is delineate between different kinds of procrastination.

Destructive procrastination is the failure to do what you value and want to do, and we need to get rid of that kind. Constructive procrastination,

however, is what we need to do more of and this is doing what you value, and ignoring or putting off what you don't value. We also need a little dose of creative procrastination, and this is when we delegate our higher for lower activities to free us up for higher-level activities. For example, if you are spending a lot of time filing and someone else could do that and you could pay them, you might think of creatively procrastinating it, which is delegating it to somebody else. When you increase your 'no's', your 'yes's' get stronger."

Robison said people often use the words "I have to" rather than "I choose to": "I have to go to the grocery store today." "I have to teach my class." If you change 'I have to' to 'I choose to,' watch what happens. 'I choose to go to the grocery store today.' Hmm, do I? I don't even really want to. I think I'll choose that tomorrow. While I may not be in the mood to, I choose to teach because basically my mission is about education and I really do love to teach even though I'm not in the mood today, and if I don't show up for a whole lot of classes, they're going to fire me and it probably means I'm doing a job that's not aligned with my mission, so I'm going to choose to go to class today. So, the next time you're looking at your to-do list and you say 'I have to do this' and 'I have to do that,' think about whether you can choose to do it instead."

"When opportunities come in, the Pyramid, like a prism, breaks up the opportunities that appear into a rainbow of things that you are willing to commit to, and lots of things that you're going to say no to in order to have this beautiful, wonderful, colorful life," she said.

Featured Conference Sponsors of the Networking Hospitality Hour



HEILENMAN

Continued from page 3

North American Working Bouvier Association (NAWBA), Kathy was known and respected by working dog fanciers throughout the world. She served terms as secretary and as president of the organization and could always be depended upon to share knowledge, provide leadership, and shoulder much of the load. Among her many NAWBA friends Kathy will always be remembered as a true leader, a tireless supporter, and an effective teacher not only about our canine partners, but about life itself. She also served the community through her work with 4-H clubs on dog obedience training.

She is survived by Daniel O'Leary, her husband of 30 years; her daughter Lisa Meyer Graft (Emmett Graft) and granddaughter Lauren Rose; and sisters Diane Heilenman (Harry Johns) and Christina Heilenman. She was preceded in death by her parents, George and Laura (O'Brien) Heilenman.

In lieu of flowers, the family requests that donations be made to the Rolling Dog Ranch Animal Sanctuary, 400 Rolling Dog Ranch Lane, Ovando, Montana, 59854. Online condolences and remembrances may be posted at www.lensingfuneral.com or The University of Iowa web site at www.uiowa.edu/~flaregra/InMemKathy.html

Create a home office just for authoring

by Kim Pawlak

Treating your authoring like a business means creating a home office just for authoring, said Robert Christopherson, author of the best-selling U.S. and Canadian geography textbook, *Geosystems*.

"Prepare your home office and writing studio as if it were a formal business," he said.

Christopherson had a cabinet maker build a full desk, elevated bookcases, and lateral filing cabinets for storing his preparation files, into his home office. The desk takes up three walls, and in the corner — so no space is lost — there's a 36-inch lazy susan for storing supplies. The bookcases are elevated to allow room for a 14-foot long cork board for tagging items on. "

Around the computer, the cabinet maker built a large theater-organ like console so that the computer screen is surrounded by a workspace where things can be posted and set," he said. "I work on big broadsheets a lot of the time and I can put those broadsheets around the screen and keyboard."


He suggests purchasing the following

additional items to make your home office more business-like:

- **A copy machine.** While he currently does a lot of electronic transmission of PDF files, Christopherson still finds having a full-service copy machine valuable for working with images and faxing. "For years we would buy second hand or reinvigorated copy machines at a discount, and either put them on our tax depreciation schedule or write all the cost off in one year," he said. "Having a copy machine in my office has saved many miles and much time and effort."

- **A telephone headset.** To have your hands free is critical for those long teleconferences and calls to your editors, he said.

- **A large computer monitor.** "I recommend the 30-inch Apple Cinema monitor (works on PCs as well) because when writing, there are at least six documents I can think of that should be open simultaneously, like the glossary, your new features, marketing talking points, table of contents outline of H1, H2, H3 heads, the text document itself, and your Internet browser," he said. "Doing that on a 14- or 17-inch screen is just too small."



Michael Lennie

Authors' Attorney, Literary Agency

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Derrington awarded a \$265 TAA Publication Grant

Mary Lynne Derrington, an assistant professor at Western Washington University, has been awarded a \$265 TAA Publication Grant to cover the cost of obtaining assistance in preparing her manuscript for publication.



Derrington

Her article, "Self-Imposed Barriers: What does it take for female leaders to move beyond the limits they set themselves to reach the superintendency?," will be published in *The Administrator*, an American Association of School Administrators publication, in September 2009.

I am grateful to receive this grant support," she said. "I am very happy that I joined TAA and plan to remain a member throughout my career. I am on the tenure track at my university. As such, I, like many other members, have a scholarship requirement that includes research and publication. This grant assisted me in preparing the final publication and ensuring that it would be published. When I sent it to the editor of the journal, he said it was excellent and needed few edits."

Derrington (Ed.D) has eighteen years

experience as a school superintendent and seven as a principal. She is the author of over a dozen articles published in a wide variety of education journals. She is the editor of the *Washington State Kappan*, a journal for research, leadership and practice. She has co-chaired several state conferences including the Phi Delta Kappa research conference "Preparing Students for Citizenship in a Global World." Her numerous presentations and workshops topics include women in leadership, developing teams, team leadership strategies, and using case studies for leadership development.

Derrington's article describes her research findings: that females remain underrepresented in the position of school superintendent with only modest growth noted in recent years. "

"One finding for lack of female superintendents is that the barriers faced are insurmountable," she said. "While barriers are well-documented, it is important to learn whether or not female perception of barriers experienced has changed over time. In 1993 female subscribers to a professional job listing service were surveyed regarding the barriers that kept them from securing a superintendency. In April 2007 this fourteen-year-old study was replicated by the original researchers. While perceived barriers remain the same, findings indicate that the importance

respondents placed on certain barriers has changed during the fourteen year interval." Derrington's article discusses one of the major barriers for females in researching the superintendency; barriers that are imposed, perhaps self-imposed, by family responsibilities such as children at home and household duties. The article also suggests ways that females can achieve both a successful career as a superintendent and a satisfying home life.

TAA members can apply for TAA Publication 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 artwork or other charts, diagrams, or images to be included in accepted journal articles or academic books or textbooks; and journal reprint costs. Grants are also available for expenses incurred as a direct result of research leading to publication of a book or article.:

To apply, download a PDF form at www.taaonline.net/membersonly/publication_grants/grantsform_7_09.pdf TAA has up to \$4,000 available for making TAA Publication Grants in 2009-2010.

HIGHLIGHTS:

Book purchase. A new e-book on writing textbook supplements has been added to TAA's Books for Purchase section (www.taaonline.net/books/index.html). *Writing College Textbook Supplements: The Definitive Guide to Winning High-Paying Assignments in the College Textbook Publishing Market* by John Soares, explains how Soares makes \$25-\$100 per hour writing instructor's manuals, student study guides, test questions, lecture outlines, Internet exercises and many other types of supplements for college textbooks. Learn more: www.taaonline.net/books/books.html#soares1

Book Registry. The Copyright Clearance Center (CCC) interviewed Allan Adler, vice president for Legal and Governmental Affairs in the Washington, DC office of the Association of American Publishers (AAP), about the benefits the Google Settlement and the creation of the Book Rights Registry could potentially provide to authors and publishers. Listen to a podcast of the discussion on the CCC Copyright Education page: www.copyright.com/cccl/

Ethics guidelines. At its June 25, 2009 meeting, the TAA Council approved

revisions to the TAA Ethics Guidelines that better reflect the academic, non-textbook side of the organization. The revisions include changes to reflect the diversity of readers in content, illustrations and exercises; to present in textbooks the moral issues of a field; to permit authors to remove their names from publications; to prevent authors from reselling or recommending resale of textbook examination copies; to avoid potential author conflicts of interest in competitions. View the revised TAA Ethics Guidelines: www.taaonline.net/membersonly/documents/ethicscode.pdf

Member Center. Use your member username and password to access the TAA Member Center, which contains recordings from past TAA teleconferences, TAA Listserv archives, how-to articles on textbook and academic authoring and publishing, Q&As from TAA members, a model textbook contract, a list of editors offering discounts to TAA members, and more. Go to the TAA home page www.TAAonline.net and click on "Go to Member Center." Don't have your member username and password? Email kim.pawlak@taaonline.net

Royalty suit. The suit against Pearson Education, Inc. by business authors Courtland L. Bovee and John V. Thill, alleging the publisher manipulated royalty accounting to minimize the royalties it pays them, has been resolved. One of the authors' attorneys on the case, Jason Levin, of Storch, Amini & Munves, issued this statement regarding the resolution of

the case: "The matter has been resolved to the satisfaction of the parties, with the parties agreeing that neither was at fault for any misunderstandings as to the contractual relationship at issue, and the parties continue to work together amicably." Download PDF of the court record of the resolution of the case: www.taaonline.net/news/pearson_suit.pdf

Ripped off? Cram101 (cram101.com) is selling outlines and highlights of thousands of college textbooks without paying royalties on those sales to authors, and in some cases, without copyright notices or with incorrect copyright notices. Some TAA members have found that outlines based on their textbooks on Cram101 have contained inaccuracies, outdated information, and content that doesn't even appear in the actual textbooks. Find out if outlines of your textbook are being sold on Cram101. Join the discussion about Cram101 on TAA's Textbook Authoring Listserv: TAATextbookAuthoring@mail-list.com

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Authors: Be aware of foreign sales

by Kim Pawlak

Textbook authors need to be alert for the possible impact on them of the practice among some U.S. textbook publishers of selling books in foreign countries using an “inter-company” transfer price.

U.S.-based publishers generally sell into overseas markets through relationships with foreign publishers based in the destination country. Books sold in this way are sold to the foreign publisher at a discounted price to compensate the foreign publisher for its role in the distribution process. In such a case, the author’s royalty is calculated on the lesser amount received by the U.S. publisher from that sale.

Where the U.S. publisher and its trading partner are not affiliated or commonly owned, this transaction is at arm’s length and the exchange price is presumptively fair. But sometimes the domestic publisher and foreign publisher are commonly owned. In such a case, there is at least the opportunity for the exchange price to be manipulated so that the author gets a lesser royalty as a result of the artificially low exchange price on those foreign, inter-company, sales.

Authors can avoid being caught in these inter-company sales by being diligent when negotiating contracts, said Stephen Gillen, an intellectual property attorney with Greenebaum Doll & McDonald LLC: “Make sure your contract is carefully written to avoid this problem. If you already have a contract with a publisher, put it on your list of items to review and, if necessary, renegotiate if you are ever given the opportunity to renegotiate your contract.”

Inter-company sales surface in a number of different ways in a standard publishing contract, said Gillen. “One place it can be found is in the way the publisher is defined (e.g., is it defined to include the publisher’s subsidiaries and affiliates),” he said. “When a sale is made to an overseas trading partner, does the contract state that the royalty calculations are made on the domestic publisher’s receipts or on the receipts ‘at source’ or from the retail sale?”

A good lawyer, agent, or accountant will be familiar with this issue and know where to look, he said: “An author who has only dealt with a handful of these deals in his or her lifetime is not going to know what to look for.”

Inter-company sales are not all “shenanigans,” said Gillen: “It’s perfectly legitimate to do business overseas with a trading partner. But not all are done that way. There are opportunities to abuse it, and authors just have to be vigilant.”

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Promote your authoring with publication parties

Writing a textbook not only has the potential to generate royalties, but is also a great way to advance your career. Karen Morris, author of *Hotel, Restaurant and Travel Law, 4/e*, has used her textbook to do just that by hosting a “Publication Party” each time a new edition of her book is published.



MORRIS

A “Publication Party” is an event designed to celebrate the accomplishment of completing the book and to remind people that you are an author.

“If you don’t take advantage of this opportunity to promote yourself, in my mind,

it is such as wasted opportunity,” said Morris, also distinguished professor at Monroe Community College. “It’s a way to gain publicity and notice, which is part of my goal in writing textbooks.”

She has held a Publication Party for each of her four editions. Her goals each time include advancing her career as a professor and as an elected official – she is town judge of Brighton, adjacent to Rochester, New York. “Every time a new edition of my book comes out, my goal is to make sure that the local people who are influential in my life are aware that I have published a book, as well as to celebrate that accomplishment with my friends,” said Morris.

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NOTABLE AUTHOR Continued from page 2

federal grants. "This first teaching experience was so rewarding that I decided to attend school to obtain three teaching credentials based on experience," she said.

Through her teaching, she became reacquainted with Alan Fordney, whom she married. They had only been wed for 25 days when their beach home was destroyed during

an annual attack of the Santa Ana east winds. The couple drove north to Oxnard, Calif., where they found another beach house to enjoy life together. Their marriage ended after 27 years, when Alan died in 1997. Later, she met Havasi from Hungary at a local dance; they married in 2004 and reside in Oxnard.

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



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For each Publication Party, Morris sends invitations to not just her friends but also her colleagues and administrators, including the chair, dean, provost and president at Monroe Community College where she teaches. She also sends event announcements to the media, town officials, and her publisher. "I want these various constituencies to see me as an author, as well as someone who is recognized as an authority in a particular field of law," she said.

Morris's first Publication Party was held at her local Borders bookstore. At that event, she made a formal presentation. The bookstore also stocked a large number of her books hoping to sell them, but, said Morris, the purpose of a Publication Party is not to promote sales of your book: "I don't sell my book at the party, and don't expect the people coming are interested in buying it." She held an "after party" following the Borders event at a restaurant and treated her invitees to dinner.

Her second Publication Party was held at the Rochester, New York Writers & Books (<http://www.wab.org>), where Morris is a member. The third party was held at a restaurant, and the fourth party was held at Monroe Community College. She serves food at each event, sometimes decorates with balloon bouquets, and displays numerous copies of her book. Depending on the forum,

she says, she might talk a bit about the book and then answer questions. She then mingles with guests, and she adds, hopefully with media who have sent a reporter. "A big part of the goal is publicity," said Morris. "I write a press release and send it to the local media - newspaper, television and radio - and also lesser known outlets including a local lawyer business newspaper, and my synagogue's bulletin. They all usually include an article."

The benefits of holding Publication Parties have been cumulative, said Morris: "I've been re-elected to serve as Brighton Town Justice five times. My community college nominated me to be the first Distinguished Professor at the community college level in the State University of New York System in 2006. No teaching professor from my college was given that designation before or after I received it.. I'm not saying that these were a direct result of holding Publication Parties, but they played a role in reminding everyone that I'm someone working hard and doing good things. It keeps me on their radar screens."

The Publication Parties are also just plain fun, she said: "It's a chance to revel in the accomplishment. I work so hard when producing the book, the parties give me a chance to really say, 'I have accomplished this.' It is also a way to celebrate with my friends and to enjoy my friends' congratulations and their excitement for me."