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Experts Offer Advice for Getting Published

Have you hit a brick wall in traditional publishing? Have you been told that the audience for your memoir is too small? Are you seeking to publish a small number of quality books representing your business? Your book proposal may not capture the attention of regional or national publishers for a variety of reasons. But today there are options for striking out on your own.

“Breaking Trail: Mapping Your Route toward Independent Publishing” is the theme of a free event during Alaska Book Week. A panel of publishing experts will discuss how to weigh choices between traditional and non-traditional book publishing, how to develop your idea, and what steps lie ahead in the upcoming journey. The event is scheduled for Mon., Oct. 3, from 6:30-8:30 p.m. in the Loussac Library’s Innovations Lab, located on the 4th floor of the library at 3600 Denali St.

Panelists include author/editor and book developer Tricia Brown, who has extensive experience in both the traditional and non-traditional routes. Lael Morgan will cast light on the marketing and promotion aspects, or as she calls it, “How to actually make money.” Also featured is Gerhard Aichelberger, a representative from Friesens Books, one of North America’s premier book manufacturers, working with publishers and self-publishers. And Flip Todd of Todd Communications will speak about his company’s publishing work as well as the process of book distribution.

Alaska Book Week 2016 is sponsored by Alaska Northwest Books & Graphic Arts Books, Friesens Books, Arctic Cliffhangers, University of Alaska Press, Todd Communications, Epicenter Press, Custom Mousepads, 49 Writers, Anchorage Public Libraries, Alaska State Library, and Alaska Center for the Book.

For more information on the event, contact Tricia Brown at triciabrown49@hotmail.com or Beth Waetjen, Alaska Book Week Coordinator, at eelliott2@alaska.edu.

ABOUT THE PANELISTS:



TRICIA BROWN, TriciaBrownBooks.com

Moderator and panelist Tricia Brown began her career in newspapers in Fairbanks and Anchorage. She was editor-in-chief of *Alaska* magazine when its circulation reached a quarter-million readers. In 1999, Tricia joined Graphic Arts Center Publishing Company as acquisitions editor for their two regional imprints: Alaska Northwest Books and WestWinds Press. The position took her to the Portland, Oregon, area, where she lived for more than a decade.

In 2005, Brown began full-time work as a contract writer and editor for a variety of traditional book and magazine publishers, specializing in Alaska subjects. In her role as a book developer, she has directed the non-traditional publication of many works, including celebrity memoirs and story collections, cookbooks and Alaska history books. Through the years, Brown has been writing her own books, and her list now numbers close to thirty, including Alaska nonfiction books for adults and nine critically acclaimed children's books. In 2016, Tricia celebrated the release of two new children's books, one through a traditional publisher (*Bobbie the Wonder Dog*), and the other through independent publishing (*ZIG: The Warrior Princess*). She loves meeting her youngest readers at school and library visits all over the country.



LAEL MORGAN, Epicenter Press

Epicenter Press co-founder and acquisitions editor Lael Morgan has seventeen published books to her credit. Morgan began her journalism career in Massachusetts, then moved to Alaska in 1959. For years, Morgan's photography and writing appeared in the *Juneau Empire*, *Fairbanks Daily News-Miner*, *Jessen's Weekly*, *Tundra Times*, and other Alaska publications. In 1968, Morgan stepped Outside to work for the *Los Angeles Times*, then returned to Alaska for assignments with *National Geographic*, *Washington Post*, *Christian Science Monitor*, and Alaska Northwest Publishing. She taught journalism classes at the University of Alaska Fairbanks beginning in 1988, and from 1999-03, Morgan served as managing editor, then publisher, of an alternative newspaper in Portland, Maine. Later she joined the University of Texas at Arlington as a visiting professor, and then limited her teaching to distance-education classes from 2005 to present, which allows her to travel.



GERHARD AICHELBERGER, Friesens Books

Gerhard has been working in the printing industry for more than forty years. He is a journeyman printer by trade, and has been working in the sales end of the industry for the past twenty years. He lives on Vancouver Island, British Columbia, and looks after the sales territory for Friesens there, as well as on the Gulf Islands, the San Juan Islands of Washington, and he has recently taken on the Alaska sales territory for Friesens as well.



PHILIP “FLIP” TODD, Todd Communications

Flip Todd is president of Todd Communications, the state’s primary wholesale distributor of books, calendars, and maps to more than five hundred stores, museums, libraries, gift shops, and institutional customers. Todd also provides international print-brokering services to other publishers, as well as editing, book design, and printing. In nearly forty years, Todd Communications has grown to sixteen employees with offices in Fairbanks and Juneau serving the entire state.

A fourth-generation journalist, Flip began working as an obituary writer at the *Anchorage Times* and moved up to the education beat before he was drafted into the U.S. Army. While stationed at Fort Richardson, Flip spent nights and weekends as a general assignment and sports reporter for the *Anchorage Daily News*. After discharge, he wrote for the *Anchorage Times*, the AP, and other publications such as *Alaska Industry Magazine*, *Business Week*, and the *Washington Post*. Flip is a past president of the Alaska World Affairs Council and has served on its board for more than twenty years.