

Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



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DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

ParaNews (What's happening)

ParaTips (Guidance/advice on specific issues)

ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



=====

NEW YEAR'S RESOLUTION--To invest in the future of my book with:



Dan Poynter's
Para Promotion Program
ParaPromotion.com





ParaNews



APPLE AIMS AT TEXTBOOKS WITH IPAD, IBOOKS 2 & IBOOKS AUTHOR

The sizzling rate at which ebooks are growing suggests that digital textbooks almost certainly will be the norm when your kids' kids are in school. What we don't know is how quickly a transition to a mostly all-digital textbook education system might happen, how it could affect the way students learn, and which companies will be leading the charge.

The iPad offers portability, updatability, lower pricing, instant search, animation, highlighting, bookmarking, interactive graphics, and more.



See the video demos. <http://engt.co/zKXXEk> <http://www.apple.com/ibooks-author/>
<http://www.apple.com/ibooks-author/>



OVERHEARD:

I've learned...

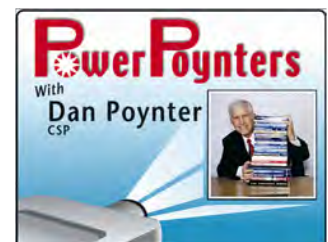
That opportunities are never lost;
 someone will take the ones you miss.

--Andy Rooney

DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>
<http://www.youtube.com/user/PoynterDan#p/u/6/mWl0fnBu7bs>



MATCHING YOUR BOOKS WITH BUYERS



The *Para Promotion Program* is a series of book promotion projects the author can accomplish without leaving home. The weekly assignments show the author what to do to reach his or her audience.

Each assignment takes five to 120 minutes to complete. The program not only shows the author how to promote his or her current book, it is a crash course in book promotion that can be applied to future books.

And authors who understand how to reach their audience tend to write books their readers want.

For details, see <http://ParaPromotion.com>

Para Publishing LLC, +1-805-968-7277, PO Box 8206, Santa Barbara, CA 93118 USA



OVERHEARD:

There were more books published this week than there were in all of 1950.

--David Houle, Digital Book World Conference.



A recent IBPA survey revealed that our members wanted the next Publishing University to be in the *Spring on the West Coast*. So, for the first time since 2008, IBPA is bringing Publishing University back to the West Coast!

Register now: <http://ibpapublishinguniversity.com/>

WHEN: March 9-10, 2012

WHERE: Sheraton Fisherman's Wharf, San Francisco, CA

Highlights Include: New Sessions for emerging publishers, author-publishers and more experienced publishers, the return of Ask the Experts, Amazon, Google and much more.

Early bird pricing is good through February 1st. Click here for more details and to register now: <http://ibpapublishinguniversity.com/>

Join us to learn from our industry's top professionals and network with your publishing peers (and future mentors and friends).

San Francisco is a great location for a *one-of-a-kind learning experience* and getaway.

Session details and speakers will be available soon so bookmark

<http://ibpapublishinguniversity.com/> and check back often.

DISCOVER INTERNATIONAL SPEAKING OPPORTUNITIES & FREE TRAVEL

The latest issue of the *Global Speakers NewsBrief* is available from
<http://bit.ly/w3bcL9>

or

<http://parapub.com/files/newsletter/NewsBrief%20NB%201%20February%202012.pdf>

And let editor Dan Poynter know if you would like to be added to the regular distribution list so that you will automatically receive the *NewsBrief* twice a month.

DanPoynter@ParaPublishing.com



Amazon.com revenues increased by 35% to \$17.4 billion in the fourth quarter ending December 31

SAN FRANCISCO WRITERS CONFERENCE



February 16-19.

San Francisco Writers Conference.

Mark Hopkins hotel.

Dan speaking on book publishing.

<http://SFwriters.org>



More than 107 trillion emails were sent in 2010.



More than a sticker, you get feedback from judges and reviews as well as a page dedicated to your ebook.



Dan Poynter's
Global eBook Awards

THE GLOBAL EBOOK AWARDS HAS 252 JUDGES SO FAR

Judges represent a wide range of category experts but have one thing in common: each loves the category they are judging. Judges range from book bloggers, to reviewers, librarians, book club and reading circle members, as well as professional critics and subject matter experts in the category they prefer. See the list at

<http://globalebookawards.com/2012-judges/>



Most judges are evaluating more than a single category of ebooks. That means each of the 101 categories of books will have several judges. In an award contest, the more judges, the more thorough and objective the judging.

Bloggers, reviewers and other industry bookpeople will not only judge the ebooks for the contest, many will review the books in their publications.

<http://GlobalEbookAwards.com>



OVERHEARD:

Being your own best advocate is about understanding how people react to you.

--Joe Konrath, Successful Author.

AMAZON PLANNING TO OPEN BRICK & MORTAR STORES?

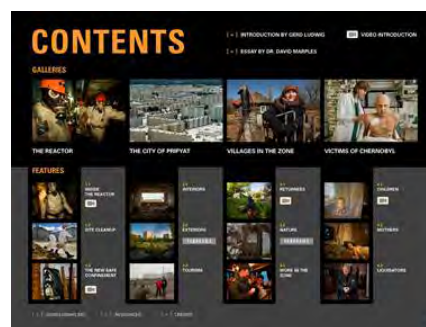
Amazon is planning on rolling out a retail store in Seattle within the next few months. This project is a test to gauge the market and see if a chain of stores would be profitable. They intend on going with the small boutique route with the main emphasis on books from their growing line of Amazon Exclusives and selling their ereaders and tablets.

<http://bit.ly/A7vUB9>

TABLETS: THE FUTURE FOR PHOTO BOOKS?

If you're a fan of photography, you may have succumbed at some point to the photo book addiction. It's not a cheap habit, at \$50, \$75, even \$100 a pop. From the photographer's perspective, having your work published in book form is a rite of passage that you've owned a topic or you've arrived at a certain status in your career.

The downside is that the process can be expensive for a photographer these days. You're lucky if you find a publisher who is willing to take on the project. And even if you do, you're often paying for that good fortune. The publisher isn't footing the entire bill; the photographer is often fronting tens of thousands of their own dollars for production costs. But publishing for tablets is giving photographers a cheaper alternative to books.



<http://on.msnbc.com/x2X6tD>



OVERHEARD:

True success is overcoming the fear of being unsuccessful.

-- Paul Sweeney

→ SEND YOUR NEWS ITEMS

to DanPoynter@ParaPublishing.com

Do you have friends in the book business?

Think how appreciative they will be if you forward this newsletter to them.

Go on. Do it now.



ParaTips



PUBLISHERS | YOUR PUBLISHING TEAM

--Rick Frishman, publisher Morgan James Publishing
<http://www.MorganJamesPublishing.com>

The publishing menu is vast. You have to ask yourself:



- Do you want to sell your book to a traditional publisher?
- Do you want to publish with a vanity type press?
- Do you want to publish in the eBook format?
- Do you want to pay a lump sum upfront, pay-to-publish, and have someone else do all the work to get your book to print?
- Do you want to work with a packager who coordinates everything from editing to design to printing?
- Do you want to publish it yourself, but don't want to put a lot of money (and/or time) in it, at least for now?

• Do you want to publish it yourself and are committed to selling books – lots of them – and being financially successful?

What is your preference? Each requires a different strategy, cost involved and time commitment from you.

If you are looking for a traditional publisher, preferably in New York, you will most likely need an agent. But, there are always exceptions. It's not uncommon for editors to scout writer's conferences looking for new authors. Many will offer face time for a few minutes – do it. Remember the 3Ps here: Pitch, Platforms, Plan. When you can spiel off within 10 minutes (which is a common meeting time allotted at a conference), you may just find your connection.

You can write a query letter. It's a start. Another option is to use a *Writer's Market* - the industry standard that identifies publishers in North America. It includes editor's names and their contact information along with genres published; what publishing imprints they have, how many books are published each year; and what their submission guidelines are. It would be wise to verify that the contact information is still accurate and the editor still there before attempting to contact. Do your homework.

Publishers routinely get truckloads of unsolicited manuscripts. To get around it, start with a query letter. If you are sending your query letter to multiple editors at the same time, state so. If an editor responds that he wants more info, you are no longer deemed unsolicited. Revisit what the submission guidelines are. Follow them.

BOOK DESIGN: Common Terms for Book Design - Defined.

--- Karrie Ross Be It Now! 310-397-3408 <http://www.BookCoverDesigner.com> - covers@KarrieRoss.com Book Design, Consulting, Coaching, Marketing & Branding



1. Print-ready pdf per printer instructions: pdfs are not all made equal... the ones that your designer makes for the printer will have a different spec than the ones you make to just send a doc to a friend or for an digital download. Final pdf files contain all elements of your book cover design in a format that all printers can read.

2. Turn-around: be sure to let your designer know what your deadline is. This way you will both be on the same page and have a common goal to work toward.

3. Hardcover (instead of paperback): Hardcover book can be either a case-bound which is when the design is glued to the board or when a dustjacket is wrapped around the cloth covered book. A dust-jacket is more involved because it will have inside front and back flaps and board measurements. Both require more design attention than a paperback book.

Let me know if this was helpful and if you have any other questions please [contact](#) me. Remember, do something every day toward your book, web-presence, product, service and promotion.

Karrie Ross, [Book Designer Web-presence Branding, Coaching & Consulting Services](#)



OVERHEARD:

I took the process of doing as much myself as I could like a duck to water. I set up my own label and publishing, etc, and it was a fun learning curve two decades ago.

--David Knopfler

Children's Book Insider
World Class Training for Children's Book Writers

See

<http://cbiclubhouse.com/cmd.php?af=1427866>

WRITING ARTICLES IS A GREAT WAY TO GAIN READERS

Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630;
PamLontos@gmail.com; www.PamLontos.com



Writing articles on a non-exclusive basis can get your article into multiple specialty magazines. Here is the format for a great article that magazines want to publish:

1. Create a provocative title.
2. Start off with a great opening sentence, also known as the "the lead."
3. Open with a story.
4. Use the second paragraph to relate the dilemma to the readers.
5. Give 3 to 8 tips, strategies, or steps the reader can take to solve the problem. Use bullet points or numbers.
6. Give a very brief, one paragraph summary with a call to action at the end.
7. Keep the word count around 800 to 1,000 words.
8. Include a resource box, where you put your contact information.
9. In the resource box, mention your book, company, product or service. Also mention any CDs or DVDs you have.

Warnings:

- Don't promote yourself or your book within the article
- Don't write it in the 1st person
- Don't put in too much fluff



OVERHEARD:

Pay for an editor. Not just to fix the typos, but to actually make your ramblings into something that people will choose to read.
 --Seth Godin

WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com

Awhile, a while

The dictionary says "awhile" means "for a while" (that is, for a period of time).

Therefore, it's redundant to say "for awhile" because it's like saying "for for a while."

"Let's get together *awhile*. We can drink and enjoy visiting *for a while*."



YOU KNOW YOUR QUERY LETTER SUCKS WHEN ...

"You Don't Personalize Your Query Letter"

by: Jeff Rivera, founder of <http://www.HowtoWriteaQueryLetter.com>

Have you ever walked down a street and had someone shove a flier at you or a perfume girl at Macy's spray some God-awful cologne in your face as you're just trying to walk by?

Why do we hate it so much? Not just because they're trying to sell us something but because they're treating us like a number. We're a human being, dammit. And we demand to be treated as such.

We respond with annoyance and if we're a people-pleaser (like I can be sometimes) we'll politely say "No thanks." But it's irritating, isn't it?



That's how it is for literary agents who receive Xerox query letters that sound like a machine wrote them.

Personalize, personalize, personalize your query letter. Make them feel special, make them feel like you researched which agent would be best for you and you chose them specifically. You can see some examples of personalized query letters that landed my clients agents here: <http://tinyurl.com/25t2mkj>

How do agents know that you've researched them instead of sent the same query letter to everyone in town? One way is if you took the time to do a little research on a site like PublishersWeekly.com or PublishersMarketplace.com and you found out what books they've recently sold. If those books are similar to yours, mention it in the first sentence of your query letter.

Say, "Dear Bob, I noticed you recently sold Making Love with Your Dog to Penguin Books. My dog book is called, Divorcing your Dog: When the Love Ain't Enough and I thought it might right up your alley."

Be as specific as you can about their recent sales and you'll show them that you know they're a human being and in return they won't send you just another form rejection letter. No, they'll take the time to respond to you personally.

Do this and you'll be one step closer to landing an agent.

If you would like to see an example of query letters that worked, visit: <http://www.HowtoWriteaQueryLetter.com>

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. He and his works have been featured or mentioned in Publishers Weekly, GalleyCat, Mediabistro, Los Angeles Times, New York Observer, NPR and many other media outlets.

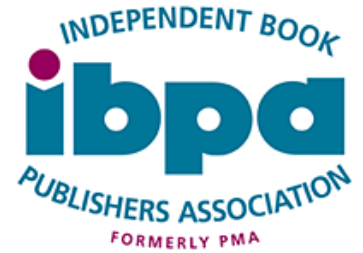
WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

<http://www.pma-online.org/memben.cfm>

and

<http://www.pma-online.org/membonly.cfm>



What I did was, I went and collected every bit of information from Adventist publishing houses in the basic areas of doctrine covered in the book Questions on Doctrine.

Walter Martin

Receive more than 50 tips and tricks as well as new and classic methods to increase book sales all year long



Dan Poynter's

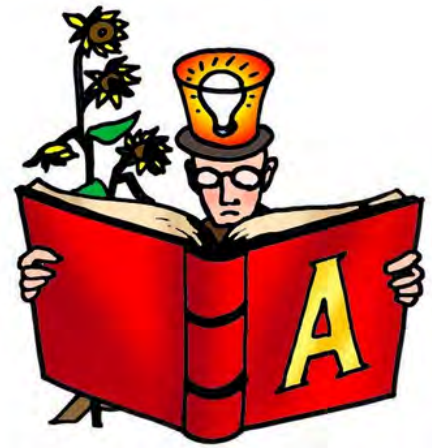
Para Promotion Program

→ **SHARE YOUR TIP.** Send it to DanPoynter@ParaPublishing.com

Do you regularly forward this newsletter to friends, family members, and associates?



ParaResources



GLOBAL EBOOK AWARD CERTIFICATES

Display the honor your book achieved.
Post the award certificate on your wall.

Certificates may be ordered for books placing as Finalists and Winners of a category in the Global Ebook Awards.

Examples of the certificate are shown here.



The Global Ebook Awards paper certificates measure a standard 8.5 x 11"/ 215.9 mm x 279.4 mm. The borders are in reflective metallic gold. The print on the certificates is in color.

See <http://globalebookawards.com/award-certificates/>



OVERHEARD:

People seek out two things: information and entertainment. Offer them freely, and they'll come to you.
--Joe Konrath, Successful Author.



More than a sticker, you get feedback from judges and reviews as well as a page dedicated to your ebook.



Dan Poynter's
Global eBook Awards

GLOBAL EBOOK AWARDS STICKERS

When book buyers are presented with two comparable books, they are more likely to select the award-winning book over a book without a sticker.



Stickers may be ordered for books placing as Finalists and Winners of a category in the Global Ebook Awards.

Examples of the Finalist and Winner stickers are shown here.

For ebooks

“Sticker” files for use on ebooks, websites, blogs, email messages, etc. are available at no charge.

For the low resolution graphics, click one of the links below:

[Low-Resolution Finalist Sticker](#) [Low-Resolution Winner Sticker](#)

If you want a free higher resolution sticker graphic for printing or for your ebook graphic designer, write to us at Submissions at AwardsForEBooks.com

For paper books

Most ebooks are also available in a paper edition. So we are making paper stickers available to honor other editions beside the ebook edition.

The Global Ebook Awards paper stickers are gold, shiny and round, measuring approximately 1.5”/38 mm in diameter. The print on the stickers is in color. The stickers have an adhesive and they can be easily (peel & stick) applied to the cover of your paper books.

The paper stickers are available in rolls of 100 each.

Stickers and certificates are only available to Finalists and Winners.

Prices

1-2 rolls: \$25.00 each plus \$5.00 for air shipping. 3 or more rolls: \$20.00 each plus \$5.00 each for air shipping.

[Click Here To Buy Finalist Sticker](#)

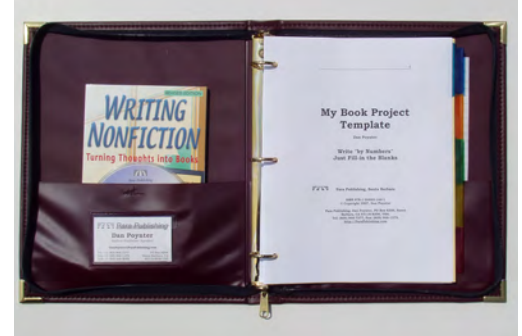
[Click Here To Buy Winner Sticker](#)

WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum.

Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.



Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at <http://parapub.com/sites/para/information/writing.cfm#mbp>



OVERHEARD:

The **future** has several names.
 For the weak, it is the impossible.
 For the fainthearted, it is the unknown.
 For the thoughtful and valiant, it is the ideal.
 --Victor Hugo, author.

WHERE TO GET WHAT?

RECOMMENDED SUPPLIERS FROM DAN POYNTER

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site.

<http://bit.ly/fpp9kC>

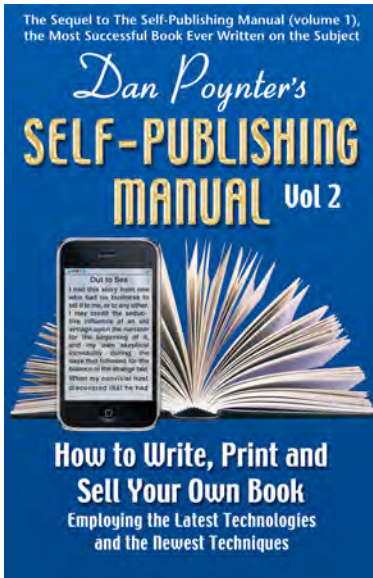


THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.

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- 📖 *Build* your book rather than just *write* it—and copyright it in your name.
- 📖 Print a small quantity and keep a small inventory.
- 📖 Multipurpose your “book” into downloadable, CD, and eBook versions and others.
- 📖 Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.
- 📖 Bypass the publishers and go directly to a short-run book printer.
- 📖 Set up your own publishing company and take the tax breaks.
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<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://amzn.to/f8eXO4>

Save 32%, now just \$10.17.



OVERHEARD:

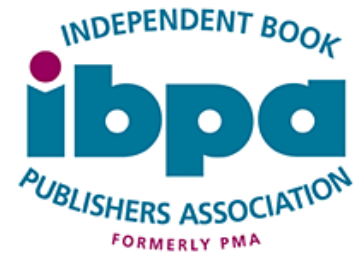
I've been willing to go for years without publishing. That's been my career.

--Marguerite Young

CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.

The Independent Book Publishers Association (PMA /IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc.

See <http://bit.ly/eE1DQo>



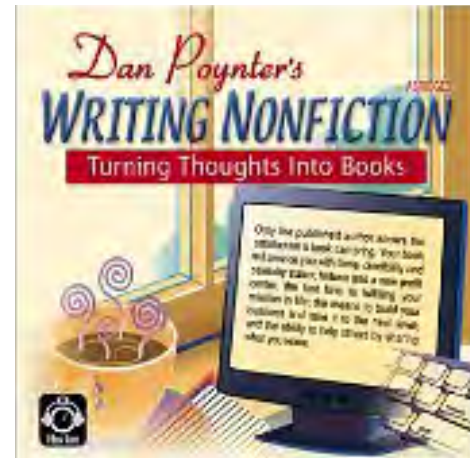
OVERHEARD:

Act with determination not to be turned aside by thoughts of the past or fears of the **future**.

--Robert E. Lee

WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAXf>



OVERHEARD:

The **future** is not in the hands of fate but in ours.

---Jules Jusserand

→**SHARE YOUR RESOURCE.** Send it to DanPoynter@ParaPublishing.com

Do you have friends in the book business?
Think how appreciative they will be if you forward this newsletter to them.
Go on. Do it now.



ParaThoughts



PUBLISHING REVOLUTION

Cutting out the gatekeepers in the middle

Music went through a revolution and more musicians are dealing directly with listeners now.

Book publishing is poised to do the same. Authors will deal directly with readers.

I began publishing in 1969 and have always dealt directly with my (non-bookstore) dealers and readers. Many publishers asked me how I could move so many books. The answer was easy: go to where your customers are such as parachute shops not bookstores.

In 1979 I published the first edition of *The Self-Publishing Manual*. It was the foundation of a whole new business.

Now, thirty years later, more and more celebrity authors are abandoning their gatekeepers and are publishing themselves.

Book writing and publishing are changing and with change come opportunity.

This is a great time to be an author.

→ **SHARE YOUR EDITORIAL THOUGHT.** Send it to DanPoynter@ParaPublishing.com

Enjoying this ezine?
Forwarded it to friends



ParaFreebies



PUBLICITY AND PUBLIC RELATIONS RESOURCES LIST

--Joan Stewart, The Publicity Hound.

Excellent PR professionals, press release writers, editors, media resource directories and other PR products and services are on my resources list, with complete contact information and links to their websites.

<http://www.publicityhound.com/resources.htm>



One in every nine people on earth is a Facebook user and Twitter manages an average of 190 million tweets per day.

EMAIL + TWITTER + FACEBOOK: 22 TIPS TO CROSS-CHANNEL SUCCESS



A free report that is fascinating, fact-filled and will be life-changing.

Leverage the power of email plus social: If you're not engaging your customers via social channels as well as through email, you're not reaching your audience where it lives, works and plays.

<http://www.studio5design.net/pdf/Email-Facebook-Twitter-22-Cross-Channel-Tips-and-Takeaways.pdf>

SAMPLE THE AIR TRAVEL HANDBOOK

Tips, Tricks, and Secrets on Flying.

by Dan Poynter.

Dan Poynter has collected travel tips from colleagues and from his own journeys. Travel can be easier and more fun if you know the inside secrets of the hospitality industries.

Available in your choice of eBook formats.

<http://bit.ly/h9IEzh>

**OVERHEARD:**

Life's blows cannot break a person whose spirit is warmed at the fire of enthusiasm.

-- Norman Vincent Peale

→ **SHARE YOUR FREEBIE.** Send it to DanPoynter@ParaPublishing.com

Your publishing colleagues may be thinking about you.
They will think about you more often if you forward this ezine to them.



ParaCalendar



20

AUTHOR ON A SPEAKING TOUR.

Where in the world is Dan?
Showing people how to write, publish and
promote their books
One presentation at a time.

Dan Poynter is circling the world to show people
how to make a difference and make a living through their books. He
shares two major programs and many specific ones.

Dan also speaks on aviation, parachutes and skydiving. See
<http://parapublishing.com/sites/para/speaking/index.cfm>

For more information, get in touch with the Contact person listed
below and see the host's Website.

ALSO SEE THE CALENDAR ON OUR WEBSITE:
<http://parapublishing.com/sites/para/speaking/calendar.cfm>



2012

USA



February 10-12, Daytona Beach, Florida.
Parachute Industry Association winter meeting.
Hilton Daytona Beach Oceanfront Resort.
Dan to speak on an aviation subject.

<http://www.pia.com/MEETINGSCHEDULE.htm>

USA

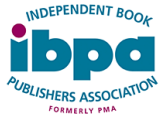


February 16-19. San Francisco Writers Conference. Mark Hopkins hotel.
Dan speaking on book publishing.

<http://SFwriters.org>

USA

February 23-25. Davis, CA.
Dates Blocked.

USA

March 9-10. San Francisco.
 IBPA Publishing University. Sheraton Fisherman's Wharf.
 The hotel is located at: 2500 Mason Street San Francisco, CO 94133
 (415) 362-5500

<http://www.sheratonatthewharf.com/>

<http://www.ibpa-online.org/pubresources/events.aspx>

FRANCE. March 22-23, 2012. Paris (May be moved to Fall)
 French Speakers Association annual convention (AFCP).
 Annual convention.



<http://www.association-conferenciers.com/>

AUSTRALIA

March 30 – April 1. National Speakers Association of Australia (NSAA)
 annual convention. Hilton hotel, Gold Coast. FMI:

<http://www.NationalSpeakers.com.au/convention>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,

<http://bit.ly/gREshz>

SOUTH AFRICA. April 27-29 - Durban

Annual convention of the Professional Speakers Association of Southern Africa. FMI:



Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086
 515 0906 (SA only) email: nikki@psasouthernafrica.co.za Web:

<http://www.psasouthernafrica.co.za>

MALAYSIA. May 4-5



Malaysian Association of Professional Speakers (MAPS) convention.

http://www.maps.org.my/events_up.asp

SINGAPORE.

May 8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.

<http://bit.ly/hz539k>

USA.

June 5-7. Book Expo America, New York.
<http://www.bookexpoamerica.com/>

USA.

June 9-14. Santa Barbara.
 40th Annual, Santa Barbara Writers Conference. Hyatt Hotel (Formerly Hotel Mar Monte).
<http://SBwriters.com>

USA. July 14-17. Indianapolis.

NSA/US Convention.
 Marriott Hotel.
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

USA. August 9-12. Boiling Springs.

Veteran Speakers Retreat
 Ed Helvey. Allenberry Resort in Boiling Springs, PA
 near Harrisburg.
<http://veteranspeakersretreat.org/>

GERMANY. GSA Sept 7-8, Düsseldorf
 (GSA) convention at the Hilton hotel.

<http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

UNITED KINGDOM. October 4-7. LONDON area.

Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
 Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
 3700 504, <http://bit.ly/gREshz>

USA.

October 19-21. Eloy, Arizona.
National Skydiving Museum/ Hall of Fame celebration.
<http://skydivingmuseum.org/>

2013**USA**

March 21-29, Daytona Beach, Florida.
Parachute Industry Association meeting and symposium.
Hilton Daytona Beach Oceanfront Resort
<http://www.pia.com/MEETINGSCHEDULE.htm>

USA. July 27-30. Philadelphia, PA.



NSA/US Convention.
Marriott Hotel, Downtown.
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

CANADA.

December 8-10. Global Speakers Summit.
Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

2014

USA. June 29 – July 2. San Diego.



NSA/US Convention.
Marriott Hotel & Marina.

Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

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ParaHumor



COLLECTIVE NOUNS FOR THE VARIOUS GROUPS OF ANIMALS.

The English language has some wonderfully anthropomorphic collective nouns for the various groups of animals. We are all familiar with a

Herd of cows,
a Flock of chickens,
a School of fish
and a Gaggle of geese.

However, less widely known is:
a Pride of lions,
a Murder of crows
(as well as their cousins the rooks and ravens),
an Exaltation of doves
and, presumably because they look so wise:
a Parliament of owls.

Now consider a group of Baboons. They are the loudest, most dangerous, most obnoxious, most viciously aggressive and least intelligent of all primates.

And what is the proper collective noun for a group of baboons? ? ?
Believe it or not
a Congress!
A CONGRESS OF BABOONS!

→ **SHARE YOUR HUMOR.** Send it to DanPoynter@ParaPublishing.com

Publishing Poynters: The chronicle of the future of our business.

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