



JUNE 19 • 21

2008 · Harrah's · Las Vegas

TAA CONFERENCE

ON TEXT AND ACADEMIC
AUTHORING

Welcome to TAA's 2008 Conference on Text and Academic Authoring!

We hope that you will find this year's conference to be a valuable opportunity for networking, learning, and sharing experiences with your fellow authors of academic articles, books and textbooks.

In between and during the conference's workshops and sessions, many of which are being presented by your fellow TAA members, we invite you to share your own textbook and academic authoring experiences. The workshop and session Q&As, breaks, roundtable discussions, and evening hospitality suite have been designed to provide you with several opportunities for networking with fellow attendees.

TAA is an organization run by and for its members, nearly all of whom are themselves either successful or aspiring academic or textbook authors. Your active participation and contribution in this conference will be rewarded many times over by the shared experiences and wisdom of your fellow authors!

WORKSHOPS

1 p.m. to 5 p.m.

“The Basics of Textbook Writing from Start to Finish” — PARLOR C

Presented by **Michael D. Spiegler**, a professor of psychology at Providence College and the author of several leading psychology textbooks, including *Contemporary Behavior Therapy*, *Personality: Strategies and Issues*, and *Contemporary Psychotherapies for a Diverse World*. He is currently writing a comprehensive *Handbook for College Textbook Writing*.

This half-day, interactive, hands-on workshop is for both those who want to learn how to write their first textbook and those who have written a textbook and want to learn how to write their next textbook or revision more efficiently and effectively. The workshop will provide participants with the nuts-and-bolts of how to write a prospectus and sample chapters, how to contact publishers, and how to negotiate a favorable contract. Attendees will learn the basics of the writing, revising, and production phases and get advice on how to deal with publishers, alternatives to traditional publishing, and survival skills for authors.

“Writing for Publication” — PARLOR D

Presented by **Kenneth Henson**, distinguished professor of education at The Citadel's School of Education, and the author and co-author of more than 300 national publications. His 40 books include five books on writing for publications and two Phi Delta Kappa fastbacks (monographs) on this topic.

This workshop is a practical, hands-on workshop designed to remove the fear that blocks writers. Get the nuts and bolts facts needed to succeed and enjoy writing for publication. In this workshop you will learn how to find topics, select appropriate journals, develop an effective writing style, organize articles, write query and cover letters, design and use questionnaires, use journals as blueprints; base articles on dissertations and theses, avoid the errors that lead to rejection, and increase your acceptance rate by 300 percent.

SESSIONS

“Orientation to Las Vegas: Seven Things You Should Know About Casinos”

8:00 to 8:30 a.m., RENO ROOM

Where did cards come from? Who really started the Las Vegas Strip? What's the relationship between organized crime and gambling? What's the best bet in the casino? The worst? Why are casinos so big? Weaving together history, practical math, and Las Vegas lore, **David Schwartz**, director for the Center of Gaming Research at the University of Nevada, Las Vegas, and author of three books on gaming, will make casinos a little less mysterious.

“Beyond Google Book Search: Emerging Strategies to Drive Online Discovery”

9:00 to 10:00 a.m., RENO ROOM

Google Book Search is becoming a standard part of most publishers' online strategies, and publishers are now leveraging more existing and soon-to-be-launched Google tools to maximize exposure of their titles. From full-text browse and Google Analytics for websites to Blogger, YouTube, and the Google Knol project, **Chris Palma**, strategic partner development manager for Google Book Search, will show you how you can leverage the reach, scale, and targeting of Google to maximize your traditional and online marketing efforts.

“Leveraging the Wisdom of Your Crowd: Five Things Every Author Can Do to Maximize a Book's Impact”

10:30 to 11:30 a.m., RENO ROOM

The next generation of the World Wide Web, known as Web 2.0 or Social Media, offers authors and publishers unprecedented ways to reach potential book buyers (or adopters). While many publishers are focusing on ways to use social media to “sell” more books to more customers, savvy authors are discovering that the best way to sell a book is to involve more people in the collaborative development of the book's content. Former editor and publisher **David Brake**, founder and CEO of Content Connections, teaches authors and publishers how to convert readers into “co-producers” of content by involving them in a process Brake calls the ACCESS model. In this interactive session, Brake will highlight five things all authors can do to leverage the collaborative power of their book's ideal audience. Session participants will receive sample templates for implementing the suggested strategies, plus a handy guide written especially for authors — *A Quick Business Plan for Your Book*.

“Breaking Writer's Block: How to Overcome the Psychological Inhibitions That Keep You From Writing”

1:15 to 2:15 p.m., RENO ROOM

Psychology has much to offer those struggling with writer's block/writer's anxiety. This session, presented by **Dr. Erin Oksol**, a licensed clinical health psychologist at the University of Nevada, Reno's Student Health Center, will focus on both the possible causes of writer's block and strategies to minimize and move through writer's block. The session will also include some experiential exercises to help participants learn how to manage and conquer the anxiety that causes and maintains writer's block: Motivational Interviewing techniques and how they apply to achieving writing goals; Acceptance and Commitment Therapy (ACT) techniques of understanding one's career and writing values and how to move from values to committed action; an examination of competing contingencies/barriers, both environmental and emotional (e.g., anxiety, stress, worry, perfectionism, lack of motivation); and moving from worry to action (i.e., how to problem solve your way out of writer's block).

ROUNDTABLE DISCUSSIONS LUNCHEON

Friday, June 20, 11:30 a.m. to 1 p.m., RENO ROOM

Choose from a variety of moderated roundtable discussions related to textbook and academic authoring. Roundtable Discussions will be held in conjunction with a boxed lunch. Participants will select a boxed lunch (included in their conference registration fee) and then choose the table identified with the Discussion Topic in which they wish to participate. Discussions will be available on a first-come, first-served basis.

Roundtable Discussions include:

- “**Textbook 2.0: How to Stay in the Textbook Business**” by **Mary Ellen Lepionka**, owner of Atlantic Path Publishing
- “**What Would An Author-Friendly Royalty Statement Look Like?**” by **Michael Sullivan**, mathematics textbook author, TAA past-president
- “**E-books and Royalties**” by **Stephen E. Gillen**, authoring attorney, Greenebaum Doll & McDonald
- “**Preparing the Next Edition**” by **Steven Barkan**, professor of sociology, University of Maine, and author of five textbooks and one trade book
- “**Journal Authoring & Publishing**” by **Kenneth Henson**, Distinguished Professor of Education, School of Education, The Citadel
- “**Deciphering Your Royalty Statement**” by **Paul Rosenzweig**, former president of Royalty Review Service, Inc.
- “**K-12 Authoring and Publishing**” by **Christopher Stream**, an associate professor in the Department of Public Administration at the University of Nevada, Las Vegas
- “**Working with Co-Authors**” by **Frank Wilson**, professor of mathematics, Chandler-Gilbert Community College, and coauthor of *Applied Calculus*; and **Laura Taalman**, associate professor of mathematics at James Madison University, and author of *Integrated Calculus*
- “**Creating a Successful Author-Editor Relationship**” by **Janet Belsky**, professor of psychology, Middle Tennessee State University, and author of three psychology textbooks
- “**Open Discussion for Non-Tenured Professors & Those New to Higher Education**” by **Andrew Johnson**, professor of holistic education, Minnesota State University, Mankato, and **Lynne Brodeur**, a professor in the Department of Medical Laboratory Science, University of Massachusetts Dartmouth
- “**Share Near-Finished Article Drafts with ‘Little-e experts’ and Capital-E Experts**” by **Tara Gray**, presenter of the TAA-sponsored workshop, “Publish & Flourish: Become A Prolific Scholar”

TEXTBOOK TRACK:**“A Play of Words: Acting Out Contract Negotiations”****2:30 to 3:30 p.m., RENO ROOM**

When it comes to book contracts, negotiations are all business. Just this once, though, we will let it be all play. In a format similar to a mock trial, veteran publishing contract negotiators **Jan Kardys** and **Michael Lennie** will re-enact key stages in the development of a textbook contract by drawing on their real-life experiences representing leading authors and publishers. In a dramatic dialogue, Kardys and Lennie will illustrate the important contract clauses that all textbook authors, whether they are veterans or selling a first book, must know. Areas of special emphasis will include typical subsidiary rights, royalties, and elements of successful collaboration agreements. Attendees will receive valuable handouts, including samples of original documents, such as a reversion of rights checklist, a reversion of right request letter, a reversion of rights agreement, and a permissions agreement and permissions checklist. Author/journalist **Christopher Kenneally** will play the role of the narrator, providing introductory notes to each “episode.”

ACADEMIC TRACK:**“Songs of Praise (And Horror): The Journal Reviewing Process”****2:30 to 3:30 p.m., COPPER ROOM**

Fred Kleiner, professor of art history and archaeology at Boston University, will demystify the peer-review process at scholarly journals, based on his experience during three consecutive terms as editor of the *American Journal of Archaeology*. Founded in 1885, this flagship journal of the Archaeological Institute of America is the largest-circulation scholarly journal of its kind in the world. Kleiner will describe the process of evaluating manuscripts submitted to a highly selective journal as well as the editorial process that follows the acceptance of a manuscript (usually after a request for revisions). He will also talk about ways to tilt the chances of acceptance in your favor. Fleshing out the panel will be **Paul Siegel**, professor of communication at the University of Hartford (and TAA vice president/president-elect), and **Michael D. Spiegler**, professor of psychology at Providence College, who will share their own stories about the journal reviewing process.

TEXTBOOK TRACK:**“KISS (Keeping It Simple Isn’t Stupid): Making the Complex Comprehensible”****4:00 to 5:00 p.m., RENO ROOM**

Brenda Berube, a professor in the department of Medical Laboratory Science at the University of Massachusetts-Dartmouth, **Janet Belsky**, a professor of psychology at Middle Tennessee State University, **Michael D. Spiegler**, a professor of psychology at Providence College, and **Karen Morris**, a distinguished professor of law at Monroe Community College, will share how they took a concept generally recognized as being difficult to explain, and made it comprehensible.

ACADEMIC TRACK:**“Milking That Dissertation: Insights From An Acquisitions Editor”****4:00 to 5:00 p.m., COPPER ROOM**

Margaret Fisher Dalrymple, an acquisitions editor from the University of Nevada Press, will discuss the ways academic presses seek out manuscripts to support their publishing programs. She will suggest strategies that will help writers turn a dissertation or thesis into a publishable work, including making decisions about publication in a scholarly journal or with an academic press, determining the audience for any work, and shaping a manuscript to meet the needs of that audience. She will also help writers identify potential publishers and give tips about contacting them. In addition, she will discuss the important partnership between an author and an editor and outline the referee process that is part of the acquisitions process at most scholarly presses and journals. Panelists **Richard T. Hull**, executive director of TAA, and **Paul Siegel**, TAA’s vice president/president-elect, will share what they did with their dissertations.

SATURDAY, JUNE 21**SESSIONS****“Making Your Work More Visual”****8:30 to 9:15 a.m., LAS VEGAS ROOM**

Barbara Waxer, the co-author of *Internet Surf and Turf: The Essential Guide to Copyright, Fair Use, and Finding Media*, will illustrate the moderate to advanced skills used in preparing a manuscript and an art manuscript for figures and illustrations using Word and PowerPoint. **Paul Siegel**, whose *Communication Law in America* includes thirty original cartoons which he commissioned from a talented art student at the University of Hartford, will share with us some of those cartoons and the stories behind them, and will suggest that writers of text and academic books alike might want to consider this relatively inexpensive way to both make our work more visual and give

young artists a much appreciated “byline.” **E.D. Cormier**, former advertising, marketing and public relations copywriter, will share his perspective on the interdependency of available tools in the communicator’s box.

“Ideas & Suggestions for 2009 TAA Conference”**9:15 to 9:45 p.m., LAS VEGAS ROOM****“Author & Publisher Open Discussion: Ask Your Questions About Publishing & Marketing Issues”****10:00 to 11 a.m., LAS VEGAS ROOM**

Current and prospective authors will have an opportunity to ask questions of a book publisher and a marketing coordinator during this open Q&A discussion. **Mary Ellen Lepionka** is the owner of Atlantic Path Publishing, and can answer questions related to the acquisition, editing and publishing process, as well as how traditional publishers are adapting to pricing issues and the used book market, the digitization movement, the online marketplace, and the open access movement. She will explore with us several strategies for keeping our textbooks “alive,” including such alternative publishing models as e-textbooks, online courses, wiki-textbooks, and academic self-publishing. **Lauren Betsos** is marketing coordinator for Cengage Learning (Engineering). She can answer questions about issues related to eMarketing and the international marketplace for academic texts, as well as questions surrounding eCommerce, the move from print to digital content, electronic supplements or ancillary production, and making a text marketable outside the US.

TAA Awards Ceremony**11 a.m. to 12 p.m., LAS VEGAS ROOM**

TAA will present awards to 2008 Textbook Excellence Award (“Texty”) and McGuffey Longevity Award (“McGuffey”) winners, as well as staff and volunteers who have shown outstanding commitment to the association. After the awards are presented, 2008 Texty and McGuffey winners will participate in a Q&A session about how to make your books stand out from the competition.

“Don’t Get MAD: The Joys and Heartaches of Co-Authorship”**1:30 to 2:30 p.m., LAS VEGAS ROOM**

No one ever sets out to co-author a work with their worst enemy, but when a collaboration goes bad that’s where you can end up if you haven’t planned for that possibility. **Stephen E. Gillen**, an authoring attorney, long-time TAA member, and member of the TAA Council, knows all too well that disputes among co-authors are more likely to result in Mutually Assured Destruction (“MAD”) than in a successful outcome for one author or the other. He explains what can go wrong, and provides tips for how authors can plan for the best even while preparing for the worst.

“Issues Faced by African-American & Asian Authors”**2:30 to 3:30 p.m., LAS VEGAS ROOM**

Panelists **Dr. Molefi Kete Asante**, a professor in the Department of African American Studies at Temple University, and **Suzuko Morikawa**, an associate professor of History at Chicago State University, will explore issues faced by African-American and Asian authors such as, what special barriers, if any, do African-Americans and Asian authors have in confronting (unspoken and unwritten) theoretic biases of journal editors? More generally, are some editors simply not open to theoretic approaches outside of a narrow mainstream?; To what extent do authors of color feel they are engaged in a balancing act, wanting to address minority audiences via specialized publication outlets, but also needing to be noticed (for tenure, promotion, etc.) by colleagues who only read more mainstream, “unmarked” outlets?; To what extent do authors of color experience “ghettoization” in the sense that their expertise is only recognized when they talk about civil rights and other “Progressive Politics” issues? How does such a dynamic affect minority authors’ academic and possible textbook publishing?; If most established textbook authors are Caucasian, do potential authors of color experience a disadvantage when it comes to being invited to serve as a co-author (especially if by aging authors ready to pass on the reins)?; What can TAA do to encourage more diverse authorship of all kinds?

“Finding Images: Understanding Licensing and Using the Public Domain”**3:45 to 4:45 p.m., LAS VEGAS ROOM**

Christopher Harris, a professor of media studies at Middle Tennessee State University and a former professional photographer, will present information regarding how to search for and obtain the rights to use photographs and other visual content for your books. Harris will guide you through the process of evaluating your specific needs in the visual arena, as well as pricing and negotiation techniques. Additionally, information regarding how to prepare and preserve your images for publication will be addressed. **Barbara Waxer**, co-author of *Internet Surf and Turf: The Essential Guide to Copyright, Fair Use, and Finding Media*, will share how to find images you can use, and how to understand open access licensing and the public domain.

“2008 TAA Conference Wrap-Up: Ideas & Suggestions for 2009”**4:45 to 5:15 p.m., LAS VEGAS ROOM**

2008 TAA Conference Schedule

THURSDAY, JUNE 19		
8 a.m. - 5 p.m.	TAA Council Meeting — PARLOR E	
1 p.m. - 5 p.m.	Workshop: "The Basics of Textbook Writing from Start to Finish" — PARLOR C	Workshop: "Writing for Publication" — PARLOR D
FRIDAY, JUNE 20		
7:30 - 8 a.m.	Registration/Continental Breakfast/Networking	
8 - 8:30 a.m.	Welcome/Meet TAA Leaders	
8:30 - 9 a.m.	General Session: "Orientation to Las Vegas: Seven Things You Should Know About Casinos" — RENO ROOM	
9:00 - 10:00 a.m.	General Session: "Google Book Search 201" — RENO ROOM	
10:00 - 10:30 a.m.	Break/Networking	
10:30 - 11:30 a.m.	General Session: "Leveraging the Wisdom of Your Crowd: Five Things Every Author Can Do to Maximize a Book's Impact" — RENO ROOM	
11:30 a.m. - 1 p.m.	Roundtable Discussions over lunch — RENO ROOM	
1:15 - 2:15 p.m.	General Session: "Breaking Writer's Block: How to Overcome the Psychological Inhibitions That Keep Your From Writing" — RENO ROOM	
2:30 - 3:30 p.m.	Textbook Track: "A Play of Words: Acting Out Contract Negotiations" — RENO ROOM	Academic Track: "Songs of Praise (and Horror): The Journal Reviewing Process" — COPPER ROOM
3:30 - 4:00 p.m.	Break/Networking	
4:00 - 5:00 p.m.	Textbook Track: "KISS: Making the Complex Comprehensible" — RENO ROOM	Academic Track: "Milking That Dissertation" — COPPER ROOM
5 p.m. til ?	Hospitality Suite	
SATURDAY, JUNE 21		
7:30 - 8:30 a.m.	Continental Breakfast/Networking	
8:30 - 9:15 a.m.	General Session: "Making Your Work More Visual" — LAS VEGAS ROOM	
9:15 - 9:45 a.m.	"Ideas & Suggestions for 2009" — LAS VEGAS ROOM	
9:45 - 10:00 a.m.	Break/Networking	
10:00 - 11:00 a.m.	General Session: "Author & Publisher Open Discussion" — LAS VEGAS ROOM	
11:00 - 12:00 p.m.	TAA Awards Ceremony: Standing Out From the Competition — LAS VEGAS ROOM	
12 - 1:30 p.m.	Lunch on your own	
1:30 - 2:30 p.m.	General Session: "Don't Get 'Mad': The Joys and Heartaches of Co-Authorship" — LAS VEGAS ROOM	
2:30 - 3:30 p.m.	General Session: "Issues Faced by African-American & Asian Authors" — LAS VEGAS ROOM	
3:30 - 3:45 p.m.	Break	
3:45 - 4:45 p.m.	General Session: "Finding Images: Understanding Licensing and Using the Public Domain" — LAS VEGAS ROOM	
4:45 - 5:15 p.m.	"2008 TAA Conference Wrap-Up: Ideas & Suggestions for 2009" — LAS VEGAS ROOM	
5:15 p.m. - ?	Hospitality Suite	

TAA reserves the right to make changes to the program and speakers or cancel sessions.

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