

Welcome to TAA's
2017 Conference!

Providence, Rhode Island

30th Annual
**Textbook & Academic
AUTHORING CONFERENCE**

June 9-10, 2017

TAA

*Get Connected · Gain Knowledge
Leave Inspired*

Schedule at a Glance

Friday, June 9

- 7:30 – 8:30** Registration & Continental Breakfast Symphony A&B
- 8:15 – 8:30** President's Welcome Symphony A&B
- 8:30 – 9:00** GEOPRIMER: Providence — Historical Richness, Diversity, Built on 7 Hills Symphony A&B
- 9:15 – 10:15** Writing a Journal Article in 12 Weeks: Inspiration, Concepts, and Success Symphony A
The Life Cycle of a Textbook: Psychological and Legal Challenges Symphony B
- 10:30 – 11:30** Increase Your Writing Skills and Publishing Success: Tips, Tricks, and the Secret Sauce Symphony A
A Lion Tamer's Guide to Writing Textbooks: High Performance with Minimal Injury Symphony B
Time-saving Tech Tips: Optimizing Your Production Mozart
- 11:30 – 1:00** Lunch on Your Own
- 1:00 – 2:00** Weeding and Harvesting the Most Appropriate Journal for Your Work: Successful Strategies from Novice and Experienced Academic Writers Symphony A
Getting the Best Index for Your Book Symphony B
An Update on Open Educational Resources (OER) Mozart
- 2:15 – 3:15** Plan, Propose & Publish an Edited Book Symphony A
Creative Self-Help for Textbook Authors Symphony B
Brand U: Establishing and Promoting Your Professional Brand Mozart
- 3:30 – 4:30** Grants 101: The Basics to Getting Your Project Funded Symphony A
Bringing Textbooks to Life: Strategies for Developing and Designing Content for a Mobile Generation Symphony B
- 4:45 – 7:00** TAA Textbook Awards Ceremony & Reception Symphony A&B

Saturday, June 10

- 7:30 – 8:30** Continental Breakfast Symphony A&B
- 8:15 – 8:30** Saturday Welcome Symphony A&B
- 8:45 – 9:45** Choices, Time, Timing, and Consequences: Selecting Types of Academic Writing Spanning Your Career Symphony A
Your Royalties: The View from the Inside and Out Symphony B
- 10:00 – 11:00** Strategies for Collaborating with Multiple Authors Symphony A
Wanna Get Away? Maybe Now You Can: Parting with Your Publisher Symphony B
Academic Self-Publishing – No Longer a Pioneer's Path Mozart
- 11:15 – 12:15** What Big Data Can Mean to You Symphony A
The Digital Book Report 2017 Symphony B
32 Ways to Promote Your Book & Increase Sales Mozart
- 12:15 – 1:45** Lunch on Your Own
- 1:45 – 2:00** Mini Raffle begins promptly at 1:45 in Symphony A
- 2:00 – 3:00** 10 Tips to Enhance Your Writing & Take the Stress Out of Polishing Your Work Symphony A
So You Want to Write a Textbook! Lessons Learned and Advice Sought Symphony B
- 3:15 – 4:15** Roundtable Discussions Symphony A&B
See pages 13-14 for roundtable topics and descriptions.
- 4:15 – 4:30** Conference Raffle and Closing Comments

Friday, June 9

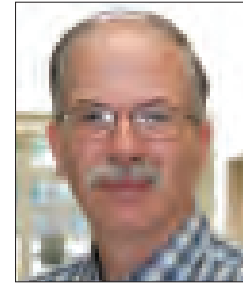
7:30 – 8:30

Registration & Continental Breakfast Symphony A&B

8:15 – 8:30

President's Welcome Symphony A&B

Steven Barkan, TAA President



Steven Barkan

8:30 – 9:00 Kick-Off Session

GeoPrimer: Providence—Historical Richness, Diversity, Built on 7 Hills

Symphony A&B

Presenter: Robert Christopherson, author of *Geosystems*

We gather in Providence, Rhode Island, located at the head of Narragansett Bay, along the Providence River. Providence, founded in 1636, was one of the early local colonies and Rhode Island was first to renounce Britain. While Providence was the 9th in population at the end of the Revolutionary War, today some 178,000 live in the city and 1.19 million in the metropolitan area, working their way through a thousand streets laid out before the automobile. Providence was a center for the jewelry and silverware industries in the 1960s, now in decline, with gentrification of many factory buildings. While in Providence, enjoy quahog (clams used in chowder), some gaggers (hot wieners smaller than a hot dog), a grinder (submarine sandwich), johnnycakes (corn meal cakes fried like pancakes), coffee milk (coffee syrup and milk), some fried dough and pizza strips, or 125 Dunkin' Donut shops!



Robert Christopherson

9:15 – 10:15

Writing a Journal Article in 12 Weeks: Inspiration, Concepts, and Success

Symphony A

Featured Guest Speaker, Academic Track:

Wendy Laura Belcher, Author of *Writing Your Journal Article in 12 Weeks: A Guide to Academic Publishing Success*, Associate Professor, Princeton University

In this presentation, Princeton University Professor Wendy Laura Belcher will share her inspirations for writing and concepts featured in her best-selling book *Writing Your Journal Article in 12 Weeks: A Guide to Academic Publishing Success*. Belcher's 12-week process, which has helped tens of thousands of academics around the world to get published, is a revolutionary approach to enabling academic authors to overcome their anxieties and produce the publications that are essential to succeeding in their fields. This presentation will highlight key strategies for being a productive academic author and provide insight and inspiration for you as authors, educators, and writing mentors.



Wendy Laura Belcher





Friday, June 9

9:15 – 10:15 (con't)

The Life Cycle of a Textbook: Psychological and Legal Challenges

Symphony B

Presenters: Zick Rubin, Partner, Rubin & Ulrich, LLC; Brenda Ulrich, Partner, Rubin & Ulrich, LLC; Sean Wakely, Vice President of Product and Editorial, Flat World Knowledge

Textbooks have their own life cycles, from conception to first editions, to (if the book is successful) later editions and versions. Textbooks are characterized by both continuity and change, as they adapt to (and sometimes shape) developments in the field and the market, new authors are added, and senior authors retire. These passages involve not only psychological issues but also legal challenges, including the development of collaboration and succession agreements among coauthors and the negotiation of revision, step-down, and retirement provisions in agreements with publishers. What psychological and legal issues should be addressed at different stages of a textbook's life cycle? What potential pitfalls should be avoided? Join veteran publishing lawyers Zick Rubin and Brenda Ulrich for an interactive panel session focused on these issues. The session will be addressed to a wide range of textbook authors, whether they are in the early, middle, or late stages of their textbooks' life cycles. Veteran textbook publishing executive Sean Wakely will serve as moderator and commenter, with special attention to the way that changes in publishing models and digital platforms affect the life cycle of textbooks.

10:30 – 11:30

Increase Your Writing Skills and Publishing Success: Tips, Tricks, and the Secret Sauce

Symphony A

Presenter: Kathleen P. King, Professor and Program Director, University of Central Florida, Orlando

This interactive and practical workshop introduces proven and powerful strategies to infuse new approaches and success into faculty's writing skills and publishing records. Gleaned from Kathleen's more than 15 years of coaching and teaching faculty and doctoral students, this motivating and informative session will include specific techniques, strategies and templates to accelerate faculty writing productivity. We will re-examine and transform key writing practices as well as chart a personalized, focused publishing agenda and plan.

A Lion Tamer's Guide to Writing Textbooks: High Performance with Minimal Injury

Symphony B

Presenter: Kevin Patton, Professor Emeritus, St. Charles Community College

An apprentice lion tamer in his youth, Kevin Patton reveals insights about success in textbook authoring that parallel what makes a lion tamer successful. According to Kevin, grit is essential, but so are specific tricks and strategies. And although poop is unavoidable, it can be managed. In this session, rookie textbook authors and veterans alike will expand their vision of the profession of textbook authorship and come away thinking differently about their own adventures in publishing.



10:30 – 11:30 (con't)

Time-saving Tech Tips: Optimizing Your Production

Mozart

Presenter: Eric Schmieder, Technology Instructor, NC Community Colleges

In this session we will explore small actions that can make big differences in your day-to-day writing. Eric will introduce you to some simple - and often free - apps for editing, organizing, and creating your next manuscript; show you how to make small adjustments to your routine with tools that you are probably already using; and offer some on-the-go techniques for efficient communication, development, and general accomplishment as an author. Join us for time-saving tech tips that you will want to put into practice right away!

11:30 – 1:00

Lunch On Your Own

1:00 – 2:00

Weeding and Harvesting the Most Appropriate Journal for Your Work: Successful Strategies from Novice and Experienced Academic Writers

Symphony A

Presenters: Laura Jacobi, Assistant Professor, Minnesota State University, Mankato; Dannelle D. Stevens, Professor, Faculty-In-Residence for Academic Writing, Portland State University; Kristen Eis Cvancara, Associate Professor, Minnesota State University, Mankato

Unsure about how to weed through over 22,000 journals to find the right outlet for your manuscript? Frustrated with the time-consuming process? Come to this interactive session to learn about the systems developed by both novice and experienced researchers in dealing with the challenges surrounding the weeding process. We will share strategies we have found useful in searching for the right journals and staying organized in such searches. Willing audience members are welcome and encouraged to share strategies that have worked for them as well.

Getting the Best Index for Your Book

Symphony B

Presenter: Stephen Ingle, Founder, WordCo Indexing Services

Stephen Ingle, founder and CEO of WordCo Indexing Services, will provide an overview of how indexes are created, as well as how to evaluate indexes for quality. Topics covered will include: What factors affect the quality of an index? What are the steps involved in creating an index (including publisher workflows)? What kind of indexes do different types of books (including digital books) require? How can one evaluate the index manuscript received from the indexer? Steve will also open the discussion for audience Q&A.



1:00 – 2:00 (con't)

An Update on Open Educational Resources (OER)

Mozart

Presenter: Sean Wakely, Vice President, Product and Editorial, Flat World Knowledge

This session focuses on the nuts-and-bolts of the rapidly evolving open educational resources (OER) movement. We'll discuss OER's roots and why it can be an attractive source for educational content; where to find open resources; non-profit and for-profit business models for delivering OER; how instructors and institutions evaluate and develop open resources; and OER's influence on teaching and learning. We'll wrap up with some predictions about the future of the OER movement and its growing impact on textbook authors and publishers.

2:15 – 3:15

Plan, Propose & Publish an Edited Book

Symphony A

Presenter: Janet Salmons, Independent Researcher, Writer and Consultant, Vision2Lead, Inc.

An edited collection allows you to publish your own writing together with material from other thinkers in your field. Pulling examples from her experience as an editor and as chapter contributor, Janet Salmons will explore strategies for creating a focus and proposing it to a publisher, calling for chapters and selecting the ones to include, and coordinating a review process. Janet has edited two very different books: a 2-volume handbook of research and a collection of cases. While she and co-editor Lynn Wilson used a conventional strategy for the handbook of research, for the second book she took a hands-on, collaborative approach. She invited researchers to develop case studies that highlighted research methods, and asked each author to offer critiques of other cases, creating rich dialogue within the book. In addition to drawing on her own lessons learned, Janet will share success strategies from other editors.

Creative Self-Help for Textbook Authors

Symphony B

Presenter: Mary Ellen Lepionka, Coauthor of *Writing and Developing Your College Textbook: A Comprehensive Guide*

Mary Ellen Lepionka, lead author of *Writing and Developing Your College Textbook, 3e*, has developed practical suggestions for textbook writing through her experiences working for publishers and their authors, troubleshooting their print and online textbook projects. Her aim in writing this book, in addition to helping you succeed in the textbook publishing industry, was to help you develop textbooks on your own when development help from publishers is not forthcoming for any reason. In this session, Mary Ellen will share practical advice and will model a creative problem solving approach that you can customize to create your own useful tools for success in your textbook enterprise.



2:15 – 3:15 (con't)

Brand U: Establishing and Promoting Your Professional Brand

Mozart

Presenter: Amy DeLouise, Author of *The Producer's Playbook: Real People on Camera*

This Branding Boot Camp is a must for busy writers and academics. You're out there every day creating content to help others learn and grow, but how much time are you spending marketing yourself!? Learn how to build your personal brand by building community and extending your brand voice with digital tools like Facebook, Twitter, Snapchat, LinkedIn, video marketing, blogs and more. This workshop, led by brand guru and video producer Amy DeLouise, is ideal for new and established authors alike, as well as anyone reinventing themselves in today's digital landscape.

3:30 – 4:30

Grants 101: The Basics to Getting Your Project Funded

Symphony A

Presenter: Claudia Sanchez, Professor, Texas Woman's University

Do you want to get your project funded and would you like to learn how to go about it? Then this presentation is for you. Whether you are interested in a project development or a research grant, and whether you are considering a government agency or a private organization as potential grantors, join us for an introduction to the world of grant writing! Learn strategies that will support the successful completion of the five stages of a typical grant writing process: planning a grant proposal, writing it, learning from rejection, re-submitting, and getting a project funded. Stemming from the published literature and the presenter's experience (both as a grant writer and reviewer), these strategies demystify the grant writing process and portray it as a systematic, dynamic, and fulfilling undertaking.

Bringing Textbooks to Life: Strategies for Developing and Designing Content for a Mobile Generation

Symphony B

Presenters: Michael Greer, University of Arkansas at Little Rock / *Development by Design*; Kevin Patton, Professor Emeritus, St. Charles Community College

How can textbooks support deeper student engagement and promote more effective learning? What steps can textbook authors and editors take to organize and design content to support learning? Building a more engaging textbook is not always a matter of adding digital bells and whistles. Basic concepts of learning design can be applied to the organization and presentation of content in printed texts, too. This panel will share some current research in the science of learning and explore its application in both print and digital mediums. We will also share details of an ongoing case study showing how an author has put these ideas into action in planning a new edition of a major textbook.



 Friday, June 9 4:45 – 7:00

TAA Awards Ceremony & Reception

Symphony Ballrooms A&B, Reception Immediately Following

Join us in honoring the 2017
Textbook Award Winners.



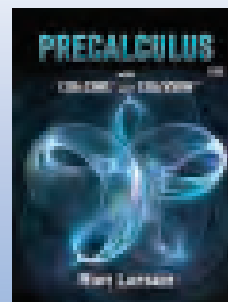
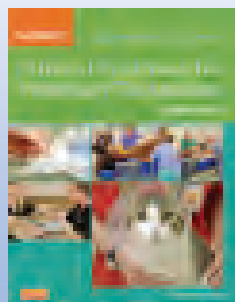
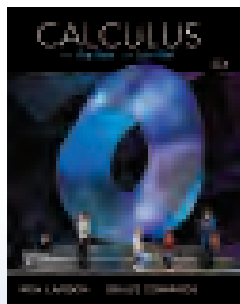
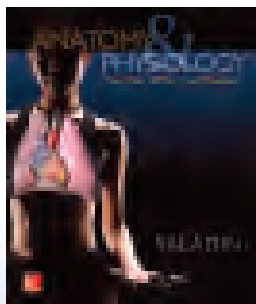
Twenty-three textbooks were awarded McGuffey Longevity Awards, Textbook Excellence Awards or Most Promising New Textbook Awards in eight subject categories. Works are judged by textbook authors and subject matter experts for their merits in four areas: Pedagogy, Content/Scholarship, Writing, and Appearance & Design.

View the books on display in Symphony Ballroom A throughout the conference.

The awards ceremony will be followed by a reception with drinks and hors d'oeuvres.



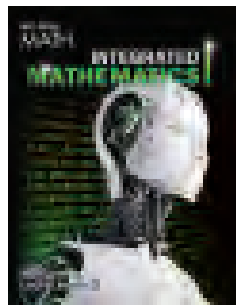
2017 McGuffey Longevity Award Winners (College)



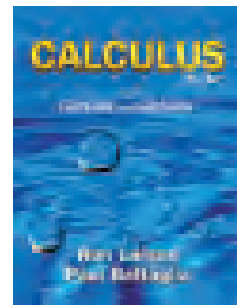
2017 Textbook Excellence Award Winners (College)



2017 Textbook Excellence Award Winner (K-12)



2017 Most Promising New Textbook Award Winner (K-12)



2017 Most Promising New Textbook Award Winners (College)





Saturday, June 10

7:30 – 8:30

Continental Breakfast Symphony A&B

8:15 – 8:30

Saturday Welcome Symphony A&B

8:45 – 9:45

Choices, Time, Timing, and Consequences: Selecting Types of Academic Writing Spanning Your Career

Symphony A

Presenter: Dannelle D. Stevens, Professor, Faculty-In-Residence for Academic Writing, Portland State University

Given that academic writing is central to your career and given that there are many different venues for academic writing, how do you choose where to spend your time and energy at different stages in your career? This session is designed to illustrate a typical academic writing career path that accounts for the upsides and downsides of each writing type from journal articles to book reviews to books.

Your Royalties: The View from the Inside and Out

Symphony B

Presenter: Juli Saitz, CPA, Senior Managing Director, Ankura Consulting Group

When authors find mistakes in the calculation of their royalties, they wonder what could have possibly gone wrong. This session will give a broad overview of the complex systems many publishers use for tracking sales of books and other electronic content. We will talk about the necessary balance of good data, human judgment, input, and technology needed to properly calculate and report royalties to authors. At the end of this session, authors will have a better understanding about the types of mistakes they may find in their royalty statements and how to address them.

10:00 – 11:00

Strategies for Collaborating with Multiple Authors

Symphony A

Presenters: Audrey Cohan, Professor, Molloy College; Andrea Honigsfeld, Associate Dean, Molloy College

The goal of this session is to offer useful strategies and information regarding collaborating with multiple authors at the same time, thereby, enhancing production of scholarly work. The three-part design strategy of developing an idea, writing for acceptance, and revising for press (DWR) will be shared. An honest conversation about workload, equity issues, and the allocation of resources and responsibilities will be examined. Authentic stories of collaboration with a focus on individual styles will be addressed as well as how to work collaboratively and electronically with co-authors. Incorporated into the presentation will be different types of writing projects: books, journal articles, e-books, or magazines. To that end, the electronic tools of collaboration (and what to do when you are rejected) will be highlighted for the novice as well as experienced writer.





Saturday, June 10

10:00 – 11:00 (con't)

Wanna Get Away? Maybe Now You Can: Parting with Your Publisher

Symphony B

Presenter: Steve Gillen, Partner, Wood, Herron & Evans, Intellectual Property Attorney

Are you interested in learning your options regarding parting with your publisher? In this session Steve Gillen, intellectual property attorney and partner with Wood, Heron & Evans, will talk about buyouts as a strategy for separating from a publisher that you are frustrated with or just plain tired of dealing with. Steve will demonstrate how to calculate what your contract is worth and explain how to find leverage in your negotiation, what to expect from your publisher, and what to watch out for.

Academic Self-Publishing - No Longer a Pioneer's Path

Mozart

Presenter: Daniel Berze, Senior Vice President, Glass Tree Academic Publishing

This presentation will provide information to academic authors as to how they can self-publish, without having to charter unknown pathways that self-publishing has previously been associated with. Focus will be on bibliometric indicators, peer review, and social media tools.

11:15 – 12:15

What Big Data Can Mean to You

Symphony A

Presenter: Christopher Kenneally, Director of Business Development, Copyright Clearance Center

If you think Big Data is a phenomenon mainly of interest to scientists studying genomes or weather patterns, think again! It has grown to influence nearly every discipline, across the sciences, social sciences, and even the humanities – for instance, literary scholars recently used data analysis to determine that some of Shakespeare's works were likely co-authored with other Elizabethan playwrights. Big Data also has positive and negative implications for broader society, as it finds its way into algorithms effecting marketing, business, public policy, and political campaigning. CCC's Christopher Kenneally will share his perspective on how researchers and publishers are confronting the Data Dilemma. Learn about the challenges in collecting, curating, maintaining, and analyzing data; how CCC is developing solutions to support searching and analysis of published data; and how the push to analyze large datasets is sparking new copyright questions in the US and Europe.

The Digital Book Report 2017

Symphony B

Presenter: June Jamrich Parsons, Author and Digital Book Pioneer

This annual update provides authors with the big picture of trends and events that shape the educational publishing industry. This year's focus includes newly collected survey data indicating how publishing trends, such as digital platforms and work-for-hire, are affecting authors.





Saturday, June 10

11:15 – 12:15 (con't)

32 Ways to Promote Your Book & Increase Sales

Mozart

Presenter: Katie Linder, Research Director, Oregon State University's Extended Campus

In this session, the presenter will offer guidance for working with your publisher to build a promotion plan and timeline and will share over 30 strategies for book promotion that can increase both pre-sales and overall sales once your book is released. Topics will include building momentum for the book before its release, effective social media engagement, creating a book website, designing bonus materials, how to find and promote directly to the right audiences, leveraging your personal and professional networks, and more. Examples from the presenter's recent book launch will be shared as well as templates for audience members to create their own materials. The presenter will also share her experiences regarding time saving strategies for promotional activities.

12:15 – 1:45 Lunch On Your Own / Mini Raffle begins promptly at 1:45
Symphony A

2:00 – 3:00

10 Tips to Enhance Your Writing & Take the Stress Out of Polishing Your Work

Symphony A

Presenter: Robert Barlow, Author of Business Studies and Legal Studies textbooks, Educator/Administrator

Writing successfully is the core of being an author. To write successfully, we need to communicate information effectively. The key to effective communication is to focus our writing on our reader's interests and needs. In this session, Robert Barlow will present ten basic tips you can use to help you communicate effectively and polish your work. Topics will include: How do you overcome writer's block? What simple strategies can you use to finesse your writing so that you submit the best possible product? What are different writing genres and text types? What language and style should you use to enhance your product? What techniques can be used to cater for readers' interests and needs? The overall goal of this session is to help you polish the skills you have developed as a writer and to enhance your ability to communicate effectively with your readers.

So You Want to Write a Textbook! Lessons Learned and Advice Sought Symphony B

Presenters: Laura Frost, Director/Professor, Whitaker Center for STEM Education, Florida Gulf Coast University; Brent Blair, Associate Professor, Xavier University; Dave Dillon, Associate Professor, Grossmont College; Rick Mullins, Associate Professor, Xavier University

This session is designed to be for those considering writing a textbook and those who are seasoned textbook writers. We begin the panel with some of the lessons learned by new textbook authors for the benefit of those interested in becoming authors. Answers to questions such as: If the authors could do it over again, what would they do differently? How long is it really going to take? What kinds of electronic resources should I be using? How do I maintain motivation? We will also discuss questions regarding publishers such as: Who is the right publisher for this book? Should I have a lawyer review my contract? Who are all these editors? After sharing some personal stories and reflections, the panel will seek advice from seasoned textbook authors in the audience. We look forward to informative discussion and networking during this session.





Roundtable Discussions

3:15 – 4:15

All Roundtable Discussions are held in Symphony A&B.

Becoming an Academic Author: The First Year

Moderators: Kathy Ewoldt, Doctoral Student, UNLV; Heike Rüdener, Doctoral Student, UNLV; Kristin Withey Doctoral Student, UNLV

Academic writing is a genre in a class of its own. The characteristics, style, tone, and content are unlike any other form previously encountered by beginning scholars. While learning to become an academic author, it is an enormous transition from simply consuming academic material to producing it. Three novice academic authors chronicle their first year of this transition, including challenges, shifts in perceptions, and victories. Additionally, the presenters will share insights with new doctoral students, academic authors, and their mentors so that they can learn successful strategies to implement as part of a mentoring program to develop prominent scholars in your field.

Independent Publishing for Academic Authors, a Great Opportunity! But Is It For Me?

Moderator: Margaret Thompson Reece, Physiologist and CEO, Reece Biomedical Consulting

Reasons for entering the hectic world of independent authorship include: opportunity to test new pedagogy, add income, and increase visibility. Are any of these reasons appealing enough to jump into the fray? Independent publishing is achievable. The number of books published by independent authors is rising at a surprising rate. Independently published books were predicted to represent 20% of the e-book market in 2016. But, is this opportunity a good option for academic authors? From an author's point of view, working with established publishers is complex as the industry struggles to make profit. But, what should be considered before taking the leap into independent publishing? Six key questions must be asked. They fit the formula of W(5)H, Who, Why, What, When, What If and How. *Who* my target reader is must come first. Unless readers are drawn in by the writing, they will not buy a book at any price.

Publishing Contracts Q&A

Moderator: Steve Gillen, Partner, Wood, Herron & Evans, Intellectual Property Attorney

Bring your questions for this open-discussion roundtable. Session moderator Steve Gillen, a 36-year veteran of haggling over contract terms between publisher and author, will offer information and insight into what is or may be negotiable and what is likely off the table.

Writing Successful and Engaging Titles and Abstracts: Invitations to be Read

Moderator: Dannelle D. Stevens, Professor, Faculty-In-Residence for Academic Writing, Portland State University

What leads others to read your work? An often undervalued and overlooked entry point is how you have crafted the title and abstract. Busy academic scholars may not read on when the title is obtuse and the abstract is vague. In this session we will examine successful titles and abstracts and, then, begin to write an engaging title and abstract for something that you are currently working on.



Roundtable Discussions

Writing Your Book Solo or With Coauthors

Moderator: Michael Spiegler, Professor, Providence College

Textbooks and monographs can be written by single or multiple authors. Both solo and coauthored writing have advantages and disadvantages, some obvious and some not so obvious, and we will explore the pros and cons of both alternatives. Then we will discuss guidelines and tips for the coauthoring alternative including building a coauthoring team, the characteristics of good coauthoring teams, establishing roles for each coauthor, formalizing those roles and responsibilities, ensuring that coauthors are doing their jobs, and maintaining a productive and congenial relationship among coauthors. We'll also cover writing edited books which involve many coauthors but do not fit the typical coauthoring process, employing contributors (who are not authors per se) for some of the writing, and looking to the future and planning for someone(s) to continue a successful multiple edition textbook.

Your Online Brand as an Author

Moderator: Eric Schmieder, Technology Instructor, NC Community Colleges

This roundtable discussion will focus on ways to use online tools and services to brand yourself as an author. When was the last time you Googled yourself? What would you find if you did? If people search for you online, do they know what you want them to know? Topics of discussion will include LinkedIn profiles, Amazon author profiles, publisher website representation, and options for developing your own website to promote your writing. Led by Eric Schmieder, this will be an opportunity to share your best practices, make sure everyone at the table knows your online brand, and to pick up some inventive ways to grow your online reputation as an author.

4:15 – 4:30

Conference Raffle and Closing Comments

Symphony A&B

Thank You to Our Conference Sponsors



One-on-One Mentoring

For all attendees who preregistered for mentoring, the mentor sessions will take place in the Beethoven room. A mentor appointment schedule is available at the registration desk.

Thank you to our conference mentor panel: Wendy Laura Belcher, Michael Greer, Steve Gillen, Kathleen King, Katie Linder, Felicia Moore Mensah, Juli Saitz, Claudia Sanchez, Eric Schmieder, Dannelle Stevens, Michael Spiegler, Michael Sullivan, Brenda Ulrich, and Zick Rubin.



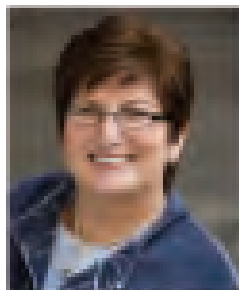
Wendy Laura Belcher



Michael Greer



Stephen Gillen



Kathleen King



Katie Linder



Felicia Moore Mensah



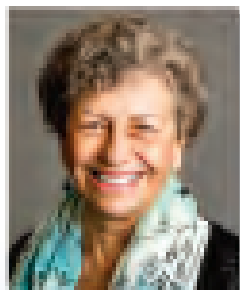
Juli Saitz



Claudia Sanchez



Eric Schmieder



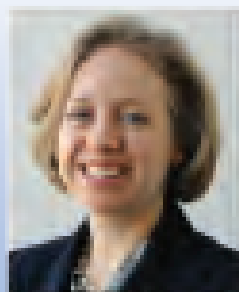
Dannelle Stevens



Michael Spiegler



Michael Sullivan



Brenda Ulrich



Zick Rubin



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and authors are equitably
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presenters
for sharing their
time and expertise.*

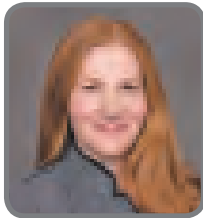
*We greatly
appreciate you!*





ANKURA CONSULTING

ANKURA has an extensive practice relating to royalty compliance audits of underlying publishing agreements. Our professionals have helped authors recover millions of dollars in underpaid royalties. Ankura is focused on the shift in the publishing industry to electronic content delivery methods in education, and the resulting effect on content owners. We also assist clients in royalty related disputes by serving as advisors and expert witnesses.



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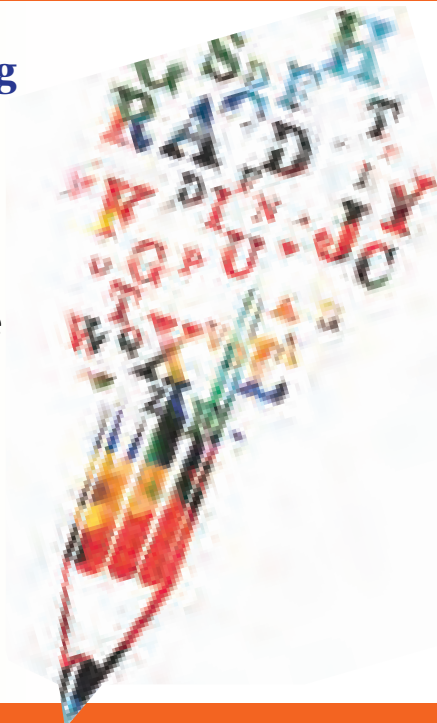
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TAA Academic Writing Workshops

Interested in hosting a faculty writing workshop at your institution?

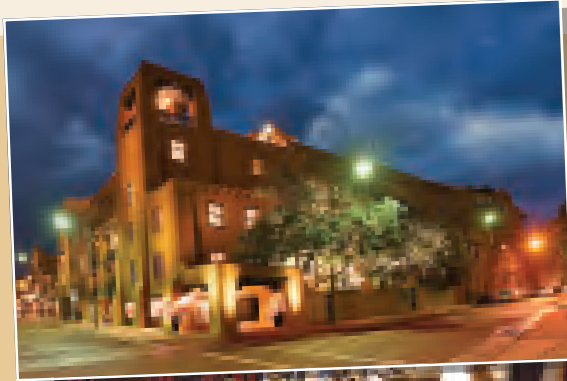
During the 2017-18 academic year, **TAA will help sponsor a limited number of academic writing workshops at universities and colleges across the country.** TAA’s sponsorship covers the majority of the cost of bringing a presenter to your institution. The host institution is responsible for a fee of \$1,650, which includes up to 75 TAA faculty memberships, available to faculty whether or not they attend the workshop. These workshops will be offered on a first-come, first-served basis until the program funding has been exhausted.



**For information on TAA sponsored workshops, please email
Maureen.Foerster@TAAonline.net**

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**TAA's 31st Annual
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**Call for Proposals
TAA's 31st Annual Textbook & Academic
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TAA invites the submission of presentations relevant to authoring and publishing textbooks and academic works (journal articles, books, and monographs).

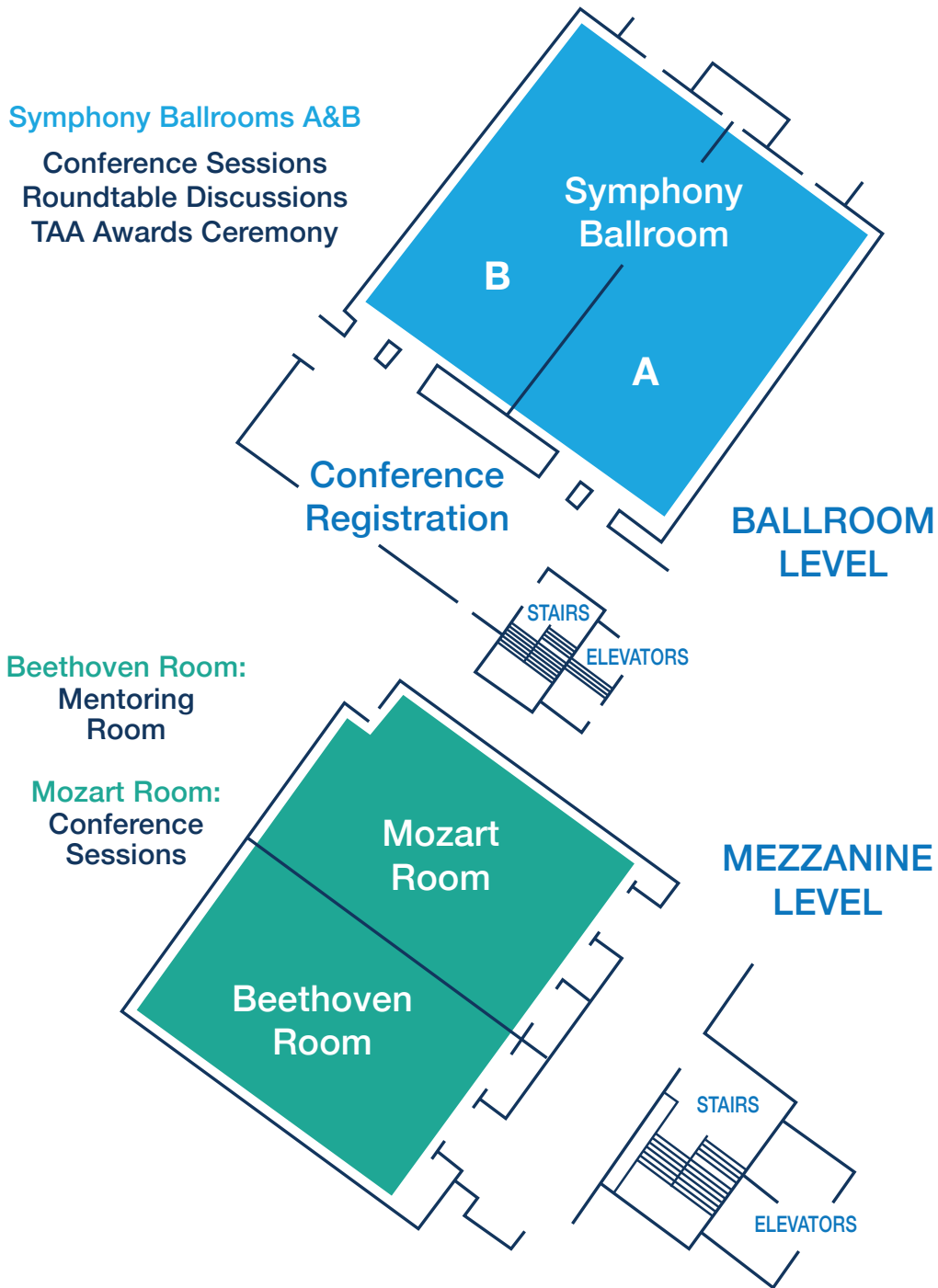
Topics of interest include:

- Writing and publishing tips and strategies
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- Publishing contracts & royalties
- Trends in self-publishing
- Open access developments
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The proposal deadline is October 9, 2017. For more information please visit:
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TAA Conference Map

Renaissance Providence Downtown Hotel



Textbook & Academic Authors Association

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