



LAUGHING BEAR NEWSLETTER 97

May 1997; edited by Tom Person; Copyright © 1997 by Laughing Bear Press; ISSN 1056-0327; Estab. 1976
P.O. Box 613322, Dallas, TX 75261-3322; 817-283-6303; e-mail: laughingbr@aol.com
http://members.aol.com/laughingbr; \$12/12 issues, \$14/Can., £12/UK & Eire, \$22/other

The Surviving Small Press: PMA

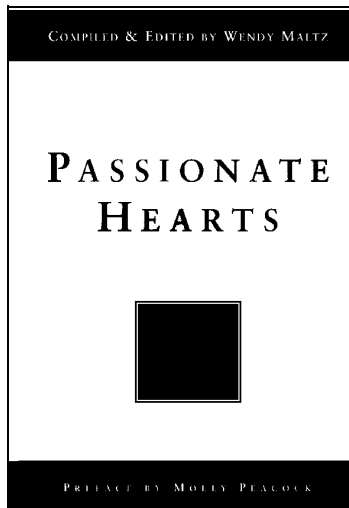
Since the first of the year, I've been looking at publisher organizations in general. In each of the next several issues a different organization will be profiled in a short article.

With 2,500 members, Publishers Marketing Association is the largest independent publisher trade association. It offers a top notch newsletter, an array of programs from the PMA/ABA Publishing University seminars to cooperative direct mailing programs, and one of the best and most useful web sites anywhere (www.pma-online.org).

PMA Newsletter is packed with useful articles for publishers at all experience levels. It's also packed with display and classified advertising, but the advertisers offer legitimate services. In other words, there are no "make \$5,000 a week stuffing envelopes" or "John Doe made \$1,000,000 publishing and you can too" promises, and no single advertiser monopolizes the newsletter's editorial content.

The newsletter only accounts for \$12 of the \$80 minimum dues. Considering that costs each member only \$1 per issue, it's easy to see that the 40 page, 2 color, monthly needs

(Continued on page 3.)



Passionate Hearts The Poetry of Sexual Love

Wendy Maltz, editor
New World Library, 14
Pamaron Way, Novato, CA
94949; 224 pp, 5¼ x 7½,
cloth, \$16.00

Maltz is a sex therapist and author who put together this collection of poems to use as examples of positive, healthy sexual images in her practice.

She drew upon the works of well-known poets, including Raymond Carver, Galway Kinnell, Tess Gallagher, Pablo Neruda, and e.e. cummings, as well as new voices.

The result is a remarkable anthology of intimate, emotion-ally explicit, yet accessible poems that celebrate the beauty of physical love.

Winter Tea

by Margaret Waller
Black Squirrel Press, 21
Arlington Ave., Ottawa, ON,
Canada K2P 1C1; 20 pp, 5½
x 8½, stapled, \$5.00



Like the poetic form itself, this collection of haiku is simple and understated in design, quietly powerful in images and emotions it evokes.

Haiku is like still photography. It captures an image, but there is no movement, no action. Something may have just happened, or may be about to happen, but for the time being there are just clues as to what that may be. Done well, haiku generates a natural energy.

Waller's haiku shivers with that energy, teasing the senses, stirring the soul.

LAUGHING BEAR NEWSLETTER 97

Learning@living

by Mike Bourcier and Michèle Lévesque
Peanut Butter Publishing, 226
2nd Ave W, Seattle, WA
98119; order from
Learning@living, 14971
Parkview Ave., RR #3, Hope,
BC, Canada VOX 1L0; 278
pp, 6 x 9, perfect, \$19.95

Bourcier and Lévesque are consultants who advise on both the business and employee sides of downsizing and the changing workplace.

This book helps explain how to adapt to the new realities of the workplace by learning to be flexible, take every opportunity to acquire and apply new skills, and see change as opportunity, not a threat.

Learning@living is able to be personally adapted to each reader, and to remain timely in an ever changing field, since it is a wholly internet supported interactive book.

The purchase price includes 90 days free access to the web site where the book is continuously updated. Readers can work the exercises in the book and get personal feedback from the authors.

Learning@living

A LIVING book . . .
www.living-icic.com

*Your personal assistant
to face tomorrow's challenges
in earning a living and
simplifying your life*

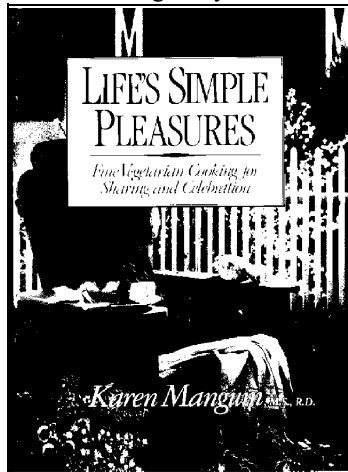
Mike Bourcier
& Michèle Lévesque

Life's Simple Pleasures

by Karen Mangum, M.S.,
R.D.

Harvest Press, 267 Old
Saybrook Dr., Boise, ID
83706; 160 pp; 8 x 10,
perfect, \$19.95

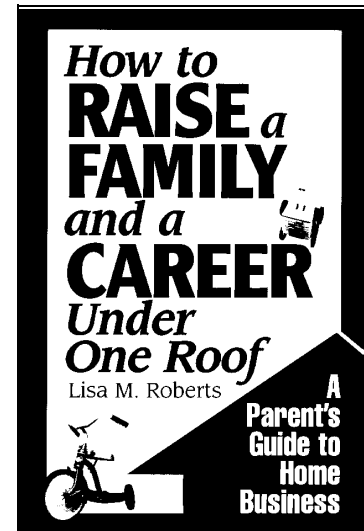
I try to eat vegetarian, but too often the choice seems to be between the tasteless pot of healthy glop or the fat laden, but wonderfully satisfying bar-b-que places out on the highway.



Now *Life's Simple Pleasures* comes to the rescue. This is sensuous vegetarian cooking. At least that's the perception from the lush photos of hearty dishes and irresistible desserts.

Beside delicious recipes, there is useful information on reducing fat, getting more fiber, balancing the diet, and even a grocery guide for converting the measurements foods are sold in to the measurements used in cooking (1 pound apples equal 8 cups diced).

The recipes are for the most part easy and quick to make, but by no means the boring sprouts and tofu fare meat eaters would expect. This is vegetarian cooking with taste.



How to Raise a Family and a Career Under One Roof: A Parent's Guide to Home Business

by Lisa M. Roberts
Bookhaven Press, 401
Amherst Ave., Corapolis, PA
15108; 224 pp, 5½ x 8½,
\$15.95

More than 25 million Americans own and operate a home business. Since most working homes include children, it's a constant challenge to balance the time and effort needed to make the business work while giving children the attention they deserve.

Roberts believes in "parent-ing your home business". Think of the business as another child. The same qualities people find in themselves when they become parents are those needed to start up a home-based business: faith, patience, optimism, caring, and persistence.

This book is packed with resources, tools, and advice to help make the transition from working in an office to the home painless.

LAUGHING BEAR NEWSLETTER 97

PMA (continued)

the advertising revenue to maintain print and editorial quality.

As I've mentioned in past issues, national organizations need to find ways to let members interact with each other. PMA has met this challenge head on online.

PMA offers a free program from its web site for anyone to subscribe to the PMA e-mail mailing list. The list works like a newsgroup. You can send and receive messages from everyone on the list at once, allowing you to participate in open dialogs.

Advertising through the list, either commercial or personal, is prohibited, but publicity for nonprofit publishing-related events is encouraged.

The purpose of the list is to let members share ideas and discuss issues that affect them as publishers.

The web site also offers a membership directory and a list of names and addresses of the board of directors. And members can publicize their books through the site.

Another way PMA reaches out to members is through a network of regional affiliate organizations. This gives members the advantages of both national and local groups.

PMA, founded in 1983, was for years in competition with COSMEP. But now, PMA offers more for the dues dollar, is more innovative, and more member oriented than COSMEP ever was.

Visit the PMA web site and try out the e-mail list. Or write to Jan Nathan, executive director, Publishers Marketing Association.

Announcements

● **Poets & Writers**

magazine's web address was given incorrectly as *www.pw.com* in *LBN 95*. It should have been *www.pw.org*. The *.com* address goes to Price Waterhouse.

● **Laughing Bear's** web address has been simplified a little. It is *http://members.aol.com/laughingbr* without the *lbp.htm* at the end.

● **Rocket** (Darren Johnson, pub.; P.O. Box 672, Water Mill, NY 11976-0672; \$5/4 issues) is a 16 page newsprint literary journal. Uses poetry, fiction, photos, art, and reviews.

● **The 10th Annual Small Press Book Fair** (contact: Tom Tolnay or Karin Taylor; Small Press Center, 20 West 44th St., New York, NY 10036; 212-764-7021) is coming up Sept. 20-21, 1997. This is a high profile fair with very reasonable prices for both ads and exhibit space.

● **The Pin Prick Press** (Roberta Mendel, ed.; 2664 S. Green Rd., Shaker Heights, OH 44122-1536) publishes poetry and nonfiction. Write for a book list.

● **Bethamy Cultural Center** (Claude Hamel, director; 1307 Bethamy Lane, Gloucester, Ontario, Canada K1J 8P3) is the "first known eclectic cultural center in Canada". Features a youth club, art exhibits and arts classes. Available for poetry readings, theatrical rehearsals, and other cultural events.

● **North by Northwest Communications** (Robert Mackwood; 2052 Ocean Park Rd, White Rock, BC, Canada V4A 9K3) is a publishing consulting firm that provides marketing and public relations expertise to independent publishers.

● **The Brobdignagian**

Times (Giovanni Malito, ed.; 96 Albert Road, Cork, Ireland) is a quarterly literary broadsheet (50P plus postage per issue/£3 per annum in Ireland or UK; \$1/\$5 US; \$1/\$6 Canada) and magazine (upon request). Uses poetry (free verse up to 40 lines), short stories, and satire.

● **Bueno** (Elizabeth Reid, ed.; 29481 Manzanita, Campo, CA 91906; \$10/4 issues) is a small magazine for "Friendly Foreign Language Learning". Uses bilingual articles, recipes, and stories. This is also a good source of foreign language learning materials.

● **VoiceChannel**, Robert Knafo, ed., is a new talking online literary magazine at *http://fargo.itp.tsoa.nyu.edu/~knafo/VoiceChannel*. The address is case sensitive, so the V and C must be capitalized.

● **Lost Armadillos in Heat** (Joe-O, ed.; 1113 S. 31st St., Austin, TX 78705; \$8/4 issues) is a humor zine "for current and former Texans and wild potatoes". Very funny.

● **Booknews** (Wise Owl Books, 1225 E. Sunset Dr. #373, Bellingham, WA 98226) is a free newsletter of resources and tips for publishers.

Advertising: *Laughing Bear Newsletter* does not accept classified advertising. Press releases, review copies, and samples of products can be sent to the editorial offices. If deemed useful to *LBN* readers, they will be mentioned in the Announcements section of the newsletter. Insert ads, in the form of flyers inserted in newsletter mailings are welcome. Send 150 copies of the ad and \$50 and the ad will go out with the next issue of the newsletter. There are no deadlines. **Contests or any other events or promotions that solicit money in the form of reading or entry fees will not be accepted.**

Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Laughing Bear Press, provided that US\$.35 per copy (\$1.00 for an entire issue) is paid directly to Laughing Bear Press, P.O. Box 613322, Dallas, TX 75261-3322.