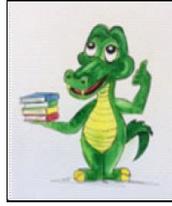


2017 Central Florida Book & Author



Expo Newsletter



Expo newsletter #4: December 28, 2016

From your Expo '17 team (Mark Newhouse, chairman; Jack Hayes, Larry Martin, Bill Russell, Jan Zahorian)

Just 30 days until EXPO '17!

When: January 28, 2017, 9 am to 3 pm

Where: Eisenhower Recreation Center

Memo from your new president

We are closing in on our Central Florida Book and Author Expo '17, just a month away. We now have over 70 Central Florida author vendors, the most ever. See the list below, along with table arrangements for the two large rooms we'll be using at the Eisenhower Rec Center.

The increase in authors, plus a new venue in Eisenhower Center and a new date (we no longer compete with the Chili Cook-off) promises a blockbuster event. Tell your friends, neighbors and any book lovers within driving distance of The Villages.

Our club ambassadors have done a fantastic job of getting the word out to a diverse group of clubs. Starting in early January, each Villages Rec Center will have half-page flyers for distribution (see copy below). There also should be a full page (8.5 x 11) flyer for permanent display in each Rec Center.

I would like all our club ambassadors (listed in previous newsletter) to check your village rec center -- and any others you may visit -- to make sure these flyers are available. Kudos to Jack Hayes who has done a superb job creating these flyers, and also in helping design our green and yellow Expo mascot, Alli-writer.

There are so many other people to thank for work on this event: Mark Newhouse, for chairing the Expo Team committee, and then publicizing the event in numerous creative ways (including a great interview in the December 27 *The Villages Daily Sun*, extolling the upcoming Expo); Bill Russell, for arranging our give away contests (he will be announcing winners every hour); Jan Zahorian, for chairing the Book Cover Contest, along with her co-workers Anna Massengill and Donna Beard; Mary Lois Sanders, for handling all the money and keeping a running tab on reserved tables; and Barbara Phillips for helping design the Villages Daily Sun ads.

Larry Martin
President, WLOV

Look for this half-page flyer in all Rec Centers

Central Florida Book & Author Expo
January 28, 2017 Saturday, 9am to 3pm
Eisenhower Recreation Center
3560 Buena Vista Blvd, The Villages, FL 32163

Free Admission and
Open to the Public

Remember, ... A Book is a Gift of Love! 



- ✓ Meet over 65 of Central Florida's authors selling and autographing their books. All genres from children to adult books available.
- ✓ Free drawings for prizes for children, schools, and adults. Children are eligible to win a school visit by an author (approved by his or her school), and books for the winning child and school library. *Note: Anyone under eighteen must be accompanied by an adult.*
- ✓ Hourly drawings to win a free **POWERBALL** ticket. *Adults only - no purchase necessary, but you must be present to win.*
- ✓ 50/50 drawing benefiting American Legion Post 347. *You need not be present to win.*

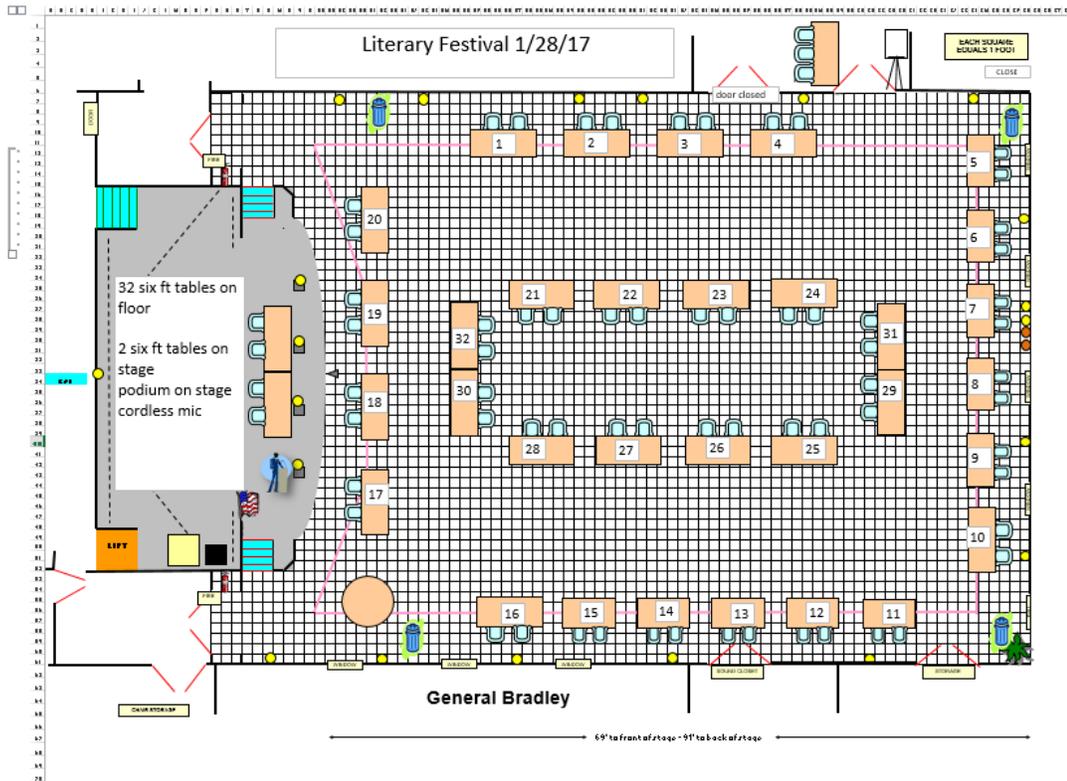
Proudly sponsored by The Villages Recreation Department, Writers League of The Villages and American Legion Post 347.

CENTRAL FLORIDA BOOK & AUTHOR EXPO

Saturday, January 28, 2017

Author Table Assignments (table# and name(s) -- subject to revision)

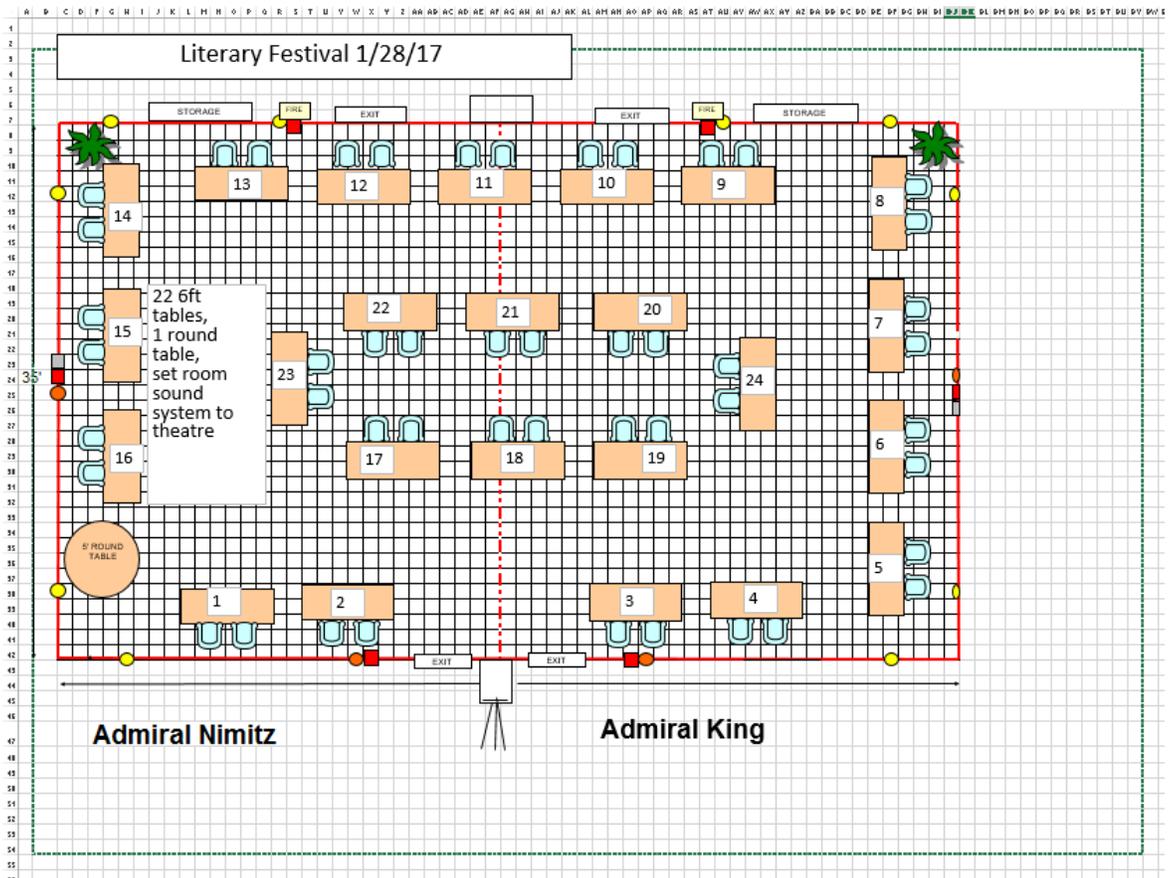
General Bradley Room



- 01 Larry Martin _____
- 02 Christie Seiler Boeke _____
- 03 Kay Pliszka _____
- 04 a/b Dayle Finn / B. Russell (sharing) ____
- 05 a/b B. Miller* / D. Goldie (sharing)
- 06 a/b L. Schoonover / E. Sinclair (sharing)_
- 07 Barbara Phillips _____
- 08 a/b K. Smits / CA Salo (sharing)_____
- 09 a/b S. Frederick / L. Neely (sharing)___
- 10 Linda Leggett _____
- 11 a/b T. Bender / D. Hemmings (sharing)
- 12 Paul G. Clark _____
- 13 John Hope _____
- 14 a/b Linda Tillis/J. Kammeraad (sharing)
- 15 Angela Hauzeur _____
- 16 Mary Ann Weakley _____
- 17 Florida Writers Association
- 18 a/b R. van der Linde & R. Houseknecht (sharing)
- 19 Don Canaan _____
- 20 Mark Newhouse _____
- 21 Lorraine Harris _____

- 22 a/b Jan Zahorian / Jane Jacob (sharing)
- 23 Mary Lois Sanders_____
- 24 Jack L. Hayes_____
- 25 Sharon Solomon_____
- 26 Rita Boehm_____
- 27 a/b V. Russell / D. Hoover/J. Gilligan (sharing)_
- 28 Shannon Bell_____
- 29 Barbara Cairns_____
- 30 Anna Massengill_____
- 31 Bob Hart_____
- 32 a/b Veronica Hart/ George Erickson (sharing)_____

Admiral Nimitz/Admiral King Room



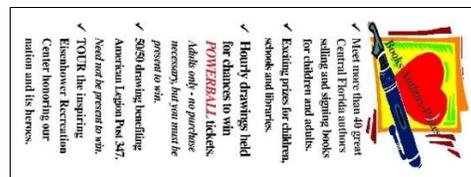
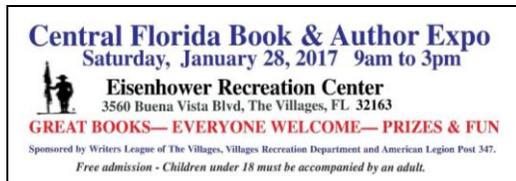
- 01 Steve Camp (aka Howard)_
- 02 WLOV_____
- 03 Donna Beard (Jenny)_____
- 04 a/b J Bolton / Don Kafrissen (sharing)
- 05 a/b A. Heathman / J. Thompson (sharing)
- 06 Ronnie Allen_____
- 07 a/b P. Kime / Richie Quarantello (sharing)
- 08 John DeJordy (Service Dogs)
- 09 a/b K. Schumm / M Clemente
- 10 Phil Walker_____
- 11 a/b K. Thompson / F. Stanfield (sharing)

- 12 Lindsay Collier _____
- 13 a/b Gay Lyn Birkholz/Holly Schwartztol
- 14 Steven & Joylin Burt _____
- 15 Richard Greenberg _____
- 16 Jim Stark _____
- 17 Christopher Malinger _____
- 18 Jim Meyer _____
- 19 a/b Bill Little / Donn Dears (sharing) __
- 20 CW Whitehair _____
- 21 Gary Koca _____
- 22 Helga Godfrey _____
- 23 a/b S. Bannan / T. Reynolds (sharing)
- 24 a/b Harry Hall/ R. Thomas (sharing)

Hall Table - American Legion
 Front Hall Table – Library Volunteers

There are still some bookmarks available for distribution

Contact Jack Hayes if you need more bookmarks to distribute to clubs and other venues. Below is the front and back image of the Expo '17 bookmark.



Watch the Jenny Ferns Video of the January '17 Expo Team

On November 2nd, WLOV member Jenny Ferns did a video of Mark Newhouse and his team discussing the upcoming Central Florida Expo. Watch this video on Youtube at <https://www.youtube.com/watch?v=QWeQQ4RTt2g>

A reminder about Square credit card reader

This is the simplest way to accept credit cards for book sales. A card reader plugs into your phone, as shown below, and then the credit card is swiped through that reader. You can sign up at <https://squareup.com> for a free card reader, or purchase one inexpensively at CVS or Walgreens. There is a small fee each time you use the card (see November 30 newsletter for more details).



A reminder about Florida Sales Tax for Authors Selling books at Expo

If you do not have a FL Sales Tax ID, or your permanent residence is not in Florida, we will have One-time-Event Sales Tax report forms available for your use. This means that we have registered this event with the Florida Dept. of Revenue, so you must report if you make sales, and send in a check for the sales tax on each book/item you sell. The sales tax percentage for this event is 7% (this event is in Sumter County).

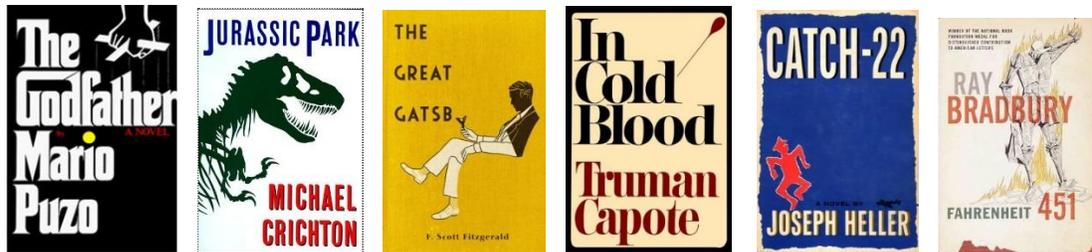
Update on January Book Cover Contest

The Annual Book Cover Contest as of this date has 54 covers entered, in the three categories of Adult non-fiction, Adult fiction, and Children's books. The WLOV committee in charge of the Book Cover Contest includes Jan Zahorian (chairperson), Anna Massengill and Donna Beard.

The Book Cover Contest will be held at the Savannah Center, January 18-24, 2017. Book covers can be entered from now through January 4, 2017. Authors may enter as many covers as they wish (\$3.00 entry fee per cover). Entry forms have been sent by email, and are also available on the on the WLOV web site (<http://wlov.weebly.com>). The URL for the Book Cover Contest form is at:

<http://wlov.weebly.com/uploads/2/4/3/6/24362452/bookcoverentryformforjan2017.pdf>

Winners will be announced at 2 pm on January 28th, during the Central Florida Book and Author Expo, Eisenhower Rec Center.



I googled “What Makes a Great Book Cover?” and found this list of 10 ten rules from Writers’ Digest, which I thought worth sharing. The author points out that “most people in book publishing believe that a cover is a book’s No. 1 marketing tool.” Shown above are covers of classic novels, which seem to fit the rules listed below.

1. **The title should be big and easy to read.** This is more important than ever. (Many people will first encounter your cover on a screen, not on a shelf.) This is such a well-worn cliché of cover design that I have a designer friend with a Facebook photo album called “Make the Title Bigger.”
2. **Don’t forget to review a thumbnail image of the cover.** Is the cover compelling at a small size? More people are buying books on a Kindle or mobile device, so you want the cover to read clearly no matter where it appears. You should also anticipate what the cover looks like in grayscale.
3. **Do not use any of the following fonts (anywhere!):** Comic Sans or Papyrus. These fonts are only acceptable if you are writing a humor book, or intentionally attempting to create a design that publishing professionals will laugh at.
4. **No font explosions! (And avoid special styling.)** Usually a cover should not use more than 2 fonts. Avoid the temptation to put words in caps, italics caps, outlined caps, etc. Do not “shape” the type either.
5. **Do not use your own artwork, or your children’s artwork, on the cover.** There are a few rare exceptions to this, but let’s assume you are NOT one of them. It’s almost always a terrible idea.
6. **Do not use cheap clip art on your cover.** I’m talking about the stuff that comes free with Microsoft Word or other cheap layout programs. Quality stock photography is OK. (iStockPhoto is one reliable source for quality images.)
7. **Do not stick an image inside a box on the cover.** I call this the “T-shirt” design. It looks extremely amateurish.
8. **Avoid gradients.** It’s especially game-over if you have a cover with a rainbow gradient.
9. **Avoid garish color combinations.** Sometimes such covers are meant to catch people’s attention. Usually, it just makes your book look freakish.

10. **Finally: Don't design your own cover.** The only people who should consider designing their own covers are professional graphic designers—and even then, it's not advisable.

The next WLOV meeting is 8:30 – 10:30 am, Wednesday, January 4, 2017 at Laurel Manor Rec Center. Guest speaker will be Charlie Montgomery, who will give a Powerpoint presentation on Designing and Using a Website for Marketing Books. There will be time for questions.

**Your Expo '17 team hopes you had a nice holiday, and we wish everyone a
HAPPY AND PROSPEROUS NEW
YEAR!**

