

# 2017 Central Florida Book & Author Expo Newsletter



## **Expo newsletter #3: November 30, 2016**

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

**Just 59 days until EXPO '17!**

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

Where: Eisenhower Recreation Center



General Bradley ballroom - one of the two large rooms that will be hosting our Expo '17 at the Eisenhower Center

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See Reviews of Eisenhower Rec Center on TripAdvisor.com  
[https://www.tripadvisor.com/Attraction\\_Review-g1930048-d6420734-Reviews-Eisenhower\\_Regional\\_Recreation\\_Center-The\\_Villages\\_Florida.html/](https://www.tripadvisor.com/Attraction_Review-g1930048-d6420734-Reviews-Eisenhower_Regional_Recreation_Center-The_Villages_Florida.html/)



TripAdvisor Reviewer Highlights

[Read all .](#)

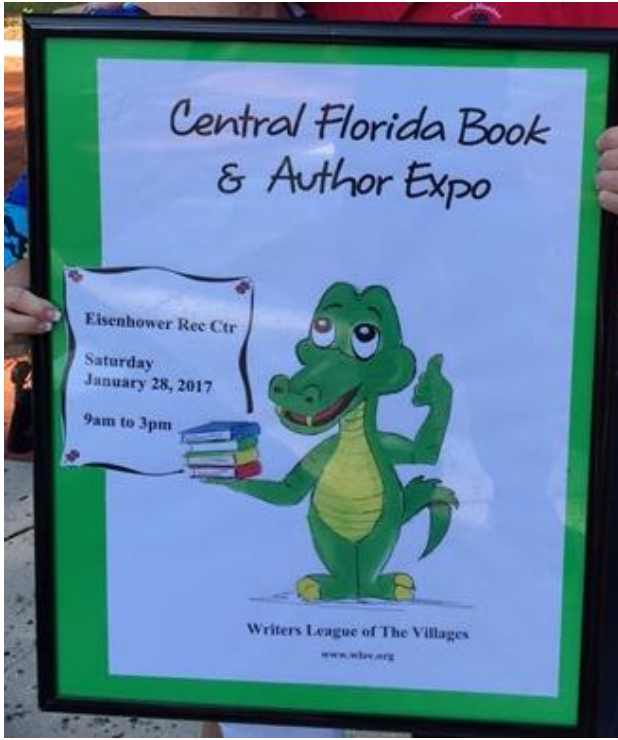
Visitor rating	
Excellent	373
Very good	44
Average	8
Poor	0
Terrible	1

*"Am honor to visit ..."*  
 This center is a tribute to all those who served in our forces. The displays of memorabilia, uniforms, picture letters - most contributed by residents of The... reac  
 Reviewed 3 days ago  
 billindamorgan via mobile

**Tables for 2017 Expo all reserved**

As of this date all tables are reserved, by a total of 65 authors. There is now a waiting list for tables. **If you have paid for a table, your room and table assignment will be sent to you via email in January.**

**Our New WLOV Expo '17 Mascot (along with Linda Leggett and Mark Newhouse)**



**Club ambassadors received their bookmarks at November 2<sup>nd</sup> meeting.**

Hundreds of bookmarks were given out to our ambassadors at the November 2<sup>nd</sup> meeting. The ambassadors are distributing them to dozens of Villages and area clubs, announcing the January '17 Expo. Below are the front and back of the bookmark. If you have not signed on to be an ambassador, and would like to distribute bookmarks, come to the next meeting December 7. That will be a holiday breakfast party, but bookmarks will be available for distribution.

**Central Florida Book & Author Expo**  
Saturday, January 28, 2017 9am to 3pm



**Eisenhower Recreation Center**  
3560 Buena Vista Blvd, The Villages, FL 32163

**GREAT BOOKS— EVERYONE WELCOME— PRIZES & FUN**

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

*Free admission - Children under 18 must be accompanied by an adult.*

- ✓ Meet more than 40 great Central Florida authors selling and signing books for children and adults.
  - ✓ Exciting prizes for children, schools and libraries.
  - ✓ Hourly drawings held for chances to win **POWERBALL** tickets. *Adults only - no purchase necessary, but you must be present to win.*
  - ✓ \$0/\$0 drawing benefiting American Legion Post 347. *Need not be present to win.*
  - ✓ TOUR the inspiring Eisenhower Recreation Center honoring our nation and its heroes.
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A blog post on using bookmarks for marketing your books (as opposed to a specific event) is at: <http://selfpublishingadvice.org/bookmarks-for-self-published-books/>

Below is the list of ambassadors signed up to promote the Expo and distribute bookmarks to their clubs. Anyone is welcomed to sign up and receive bookmarks for distribution.

<u>Name</u>	<u>Club(s)</u>
Rita Boehm	Colorado Club
Don Canaan	CPPG-colored pencil, Chabad & Temple Shalom
Lindsay Collier	Mini Cooper Club
Marian Davenport	Rohan Rec Center
Diane Dean	Bookworm Book Club, Unity Spiritual Center
Anne Doblcin	Unity of The Villages
Jenny Ferns	Allendale Book Club, Seabreeze Rec Center, Reading Between the Wines
Joan Gilligan	The Wisconsin Club
Donna Goldie	The Giving Doll
Lorraine M. Harris	African American Club, Guys/Dolls, Golf Group
Ann Heathman	SSRA author's club, Homosassa Odell Rec
John Mallon	Florida Writers Association, Oxford Critique Group Central Florida Chapter of Mystery Writers of America, Writers in Time
Larry Martin	Wannabe Writers, Writers of Villages, Creative Writers
Anna Massengill	Mystery Lovers Book Club, Newport Villas Bookies
Jim Meyer	DAV, Xhula Vista Social Club
Mark Newhouse	Writers 4 Kids, It Takes a Village Club, Bookworm Club
Sandi Newmark	Villages Photo Club
Sigrid Shiotani Paddock	Asian American Club, Summerhill Social Club
Carolyn Rebholz	Colony and Odell Rec Centers
Wes Rocki	Unity of The Villages
Bill Russell	Geneology Club
Mary Ann Weakley	KTH Club, Gilchrist Book Club
Jan Zahorian	Various bridge and whist clubs

### **[Watch the Jenny Ferns Video of the January '17 Expo Team](https://www.youtube.com/watch?v=QWeQQ4RTt2g)**

On November 2<sup>nd</sup>, 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>



### **No WLOV golf carts in Christmas Parade.**

Not enough WLOV members signed up to ride their golf carts in The Villages Christmas Parade, so we will not be participating this year. The parade is December 10, 2016 at the Polo Club. More info on parade is at <http://www.districtgov.org/PdfUpload/Christmas%20Parade%202016.pdf>

### **Credit Card Reader for Expo Authors – Demo'd at November 2 Meeting**

Mary Lois Sanders ([mary.lois.sanders@att.net](mailto:mary.lois.sanders@att.net)) demonstrated the Square reader at the November 2<sup>nd</sup> meeting. 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.



Each book sale generates a small fee:

2.75% per swipe (when you can simply slide the card through the reader)

3.5% + 15¢ if you must type in the card number because the magnetic stripe doesn't register.

To get your own free Square card reader, follow these simple steps:

1. Go to the App store on your smartphone or tablet and search for Square
2. Click on Square - read the details
3. Click install and watch for your Register icon to appear on your phone
4. Fill out your order form.
5. When your Square reader arrives in the mail, follow the instructions to practice accepting credit cards.

Many of our authors have used this system, and it comes without any obligation. The system allows you to accept Visa, MasterCard, Discover and American Express. Payment is posted to your bank or Paypal account in one day!

### **Florida Sales Tax Info for Authors Selling books at Expo**

Mary Lois also discussed tax information at the November 2<sup>nd</sup> meeting. If Florida Department of Revenue personnel attend the EXPO (they have in the past), they may request to see your Florida Sales Tax Resellers Certificate. You are responsible for having this document with you. It's the first page in your payment coupon book. Make a copy for the Showcase. You don't want to lose the original.

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 is a great way for WLOV members to promote their books and for WLOV to promote the annual Book Expo, which comes a week later. This year's 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 are 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>

The forms entry will also be available at the December 7<sup>th</sup> breakfast party (see below).



The cover can be an actual cover from one of your paperbacks, or the cover image printed on paper or cardboard stock. Ideally, it should be the same size as your actual book cover. For e-books book, the cover should be no larger than standard typing paper size.

The event is free and open to the public. Anyone attending may vote for their favorite cover. There are three categories: Adult fiction, Adult non-fiction, and Children/Young Adult.

Book Cover winners will be announced at an awards ceremony, January 25, 2017 at 2 pm, in the north hallway of the Savannah Center. There will also be entertainment and refreshments.

The WLOV committee in charge of the Book Cover Contest includes Jan Zahorian (chairperson), Anna Massengill and Donna Beard.

## Lottery Drawings at Expo '17

- Each visitor will receive a ticket for an *hourly drawing* to win Powerball Tickets. They must be present to win.
- American Legion Post 347 will hold a 50/50 benefiting their post. Winners need not be present to win.
- Prizes for children and schools will be drawn at the end of the day. So far, the following authors have volunteered to go to the winning school(s) and give a presentation.

Mark H. Newhouse	Pat McAllister
Mary Lois Sanders	Anna Massengill
Jan Zahorian	Larry Martin
Sigrid Paddock	Vanessa Russell
Dayle Finn	Sharon Solomon
Linda Heyniger	Peggy Kime

Please contact Mark Newhouse if you wish to volunteer for school visits ([mark@newhouse.net](mailto:mark@newhouse.net), or 352-753-3290).

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**The next WLOV meeting is our annual breakfast bash, Wednesday, December 7, 2016, 8:30 am, Laurel Manor Rec Center. Since the food is pre-ordered from TooJays Deli, it is now too late to sign up for breakfast. However, members who did not prepay for breakfast are still welcome to attend the meeting. There will be skit arranged by Diane Dean that is sure to be enjoyable.**