

2017 Central Florida Book & Author Expo Newsletter

October 26, 2016

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



Just 92 days until EXPO '17!

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

Where: Eisenhower Recreation Center

Message From Your President

It's hard to believe 2016 is coming to a close in a little over two months. The older I get, the faster time flies. The good news is we have an exciting literary event to look forward to at the end of January 2017. The Central Florida Book and Author Expo promises to be a Villages highlight with over forty outstanding central Florida writers selling and autographing their children's and adult books. The Expo '17 committee members are to be congratulated for not only organizing the event but engaging many others to helping with in promotion. For example, many WLOV members have signed up to be Expo '17 ambassadors to several dozen Villages and area clubs, where they will distribute flyers and bookmarks.

These monthly newsletters aim to provide current information about the Expo from committee members. Some of these items will also be presented at our monthly meetings. If you have any suggestions or wish to volunteer, contact the committee chairman, Mark Newhouse at mark@newhouse.net or 352-753-3290.

See you at Expo 17, Eisenhower Recreation Center.

John Mallon, 2016 WLOV President

Club ambassadors to get bookmarks at next meeting.

WLOV ambassadors will receive bookmarks at our November 2nd meeting, for distribution to various Villages Clubs. This is a neat way of marketing our January Expo. The bookmark was designed by club member Jack Hayes. Below is the front and back image.

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.*
- ✓ 50/50 drawing benefiting American Legion Post 347. *Need not be present to win.*
- ✓ TOUR the inspiring Eisenhower Recreation Center honoring our nation and its heroes.

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

Tables for 2017 Expo are going fast.

We have reservations for almost 40 of the tables. We will also have tables reserved for: WLOV membership; Florida Writers' Association; and our co-sponsor, American Legion 347. For WLOV members the cost is \$25 for a full table, \$15 for a half table. To sign up, please contact Mary Lois Sanders (mary.lois.sanders@att.net).

If you have paid for a table, your room and table assignment will be sent to you via email in January. (We still have applications for tables coming in). We have two rooms this year, both nice-sized: the General Bradley and the King/Nimitz Room. We cannot allow table changes once the assignments are made.

Jim Meyer heading up WLOV golf carts in Christmas Parade.

Jim Meyer is exploring entering WLOV golf carts in the annual Villages Christmas parade. There is still no firm date for the parade, but he will ask people to sign up for it at the November 2nd meeting. We need six golf carts. Please contact Jim (jacobsgrampy@msn.com) if you can't make the meeting and would like to be one of the golf cart drivers in the parade. The Christmas Parade allows us to promote Writers League and the upcoming Expo with banners and handing out our bookmarks. It is heavily attended and a

fun way to let people know about our great writers. You can dress as your favorite creations and decorate your cart with a poster or book cover from one of your books.

Credit Card Reader for Expo Authors – Demo at November 2 Meeting

The simplest way to accept credit cards for book sales is via Square, with your smart phone. 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!

Mary Lois Sanders (mary.lois.sanders@att.net) will give a brief demonstration on using Square at the November 2nd WLOV meeting. She will also briefly discuss Collecting Sales Taxes at the Expo. A summary of the tax information is below.

Florida Sales Tax Info for Authors Selling books at Expo

- 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).

Coming in 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 November 2, 2016 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>) and will also be distributed at the November 2nd WLOV meeting.

The event is free and open to the public. Anyone attending may vote for their favorite cover. 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

- 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, or 352-753-3290).

Message from Expo Planning Committee Chairman

EXPO 17 IS COMING!

I want to thank my Expo Team Planning Committee members for all the hours and creativity they have put into this. Thanks to Larry Martin, we have an amazing Newsletter. Bill Russell has sent out mailers to local school media specialists and principals, and to public libraries. Jan Zahorian is chairing the Book Cover Contest (see above). Jack Hayes designed our gorgeous bookmarks and flyers. And Mary Lois Sanders is graciously and expertly handling table reservations. Together, they make me look good.

I've been sending out announcements to every local media outlet, writing and book clubs, as well as retirement communities. We've received some very positive responses. Thanks to Barbara Phillips, we will have a paid ad campaign in the Daily Sun.

And we've had fantastic support from WLOV members, with many of you volunteering to be Ambassadors to other clubs, and a sizable number reserving tables for the event. What else can you do? Come to the meeting, get your bookmarks for distribution, tell fellow Villagers about the event, and even ask stores you patronize if they will kindly let you post them our flyers. If each of us brings ten guests (how about twenty?) that would make for a fantastic turnout. Just consider. They will get a chance to meet fantastic authors, get great books, and may even win Powerball tickets! Thanks WLOV for all your support.

Your friend and Expo '17 Chairperson,
Mark Newhouse

We hope to see you all at the next WLOV meeting, Wednesday, November 2nd, 2016, 8:30 am, Laurel Manor Rec Center.