

Writers League of The Villages
2017 Book & Author Expo
Newsletter

September 28, 2016

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



Just 122 days until EXPO '17!

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

Where: Eisenhower Recreation Center

Club ambassadors for Expo are signing up.

A thank you to all the ambassadors who have so far signed up to distribute flyers and bookmarks to their various clubs. Each flyer and book mark will give information about the 2017 Book and Author Expo. We have over 3000 clubs in TV, and our goal is to notify as many as possible about our upcoming Book and Author Expo.

Below is the initial Ambassador list. These people signed up at the last WLOV meeting September 7, 2016. For those who haven't signed up, please do so either via email or at the next WLOV meeting, October 5, 2016 (email: drlarry437@gmail.com). Just indicate at least one club that you attend where you can tell about the Expo and distribute flyers and bookmarks. Ideally, each ambassador should make at least one presentation to his or her club(s) before the end of the year, and (if feasible) one more during January 2017.

Club Ambassadors to Date

<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 Expo are going fast.

Tables for the 2017 Book & Author Expo are going fast. We have reservations for about a third of the available tables, which will be spread out in two large rooms at Eisenhower. We plan to have more than 40 authors presenting their books. Other tables will be reserved for: WLOV recruitment; a display of WLOV authors' publicity pages; Florida Writers' Association; and our co-sponsor, American Legion 437. 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).

Credit Card Reader for Expo Authors – Demo at October 5 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, 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 will give a brief demonstration on using Square at the October 5 WLOV meeting.

A special feature for 2017 Book & Author Expo: the Author publicity display.

Each WLOV member can create an 8.5 x 11" sheet listing his/her books and any other information related to writing. The sheets should be in color, and include a picture of the author, at least one book cover, and information about the book and how to obtain it (or multiple books, if more than one). A suggested template for this author publicity sheet will soon be posted on the WLOV web site, www.wlov.org. This option is open to all WLOV members, whether or not you rent a table at the Expo.

A minimum of 10 copies should be made of your author publicity sheet. These copies should be given to one of the WLOV Expo team members *before* the Expo begins. There may not be room to display any that show up the day of the Expo, as we anticipate setting this display up the night before, or the morning just before the Expo begins. So please get them to us before the Expo. You may print on both sides, but use judgment in how much information you want to include.

Jim Myer to head up WLOV golf carts in Christmas Parade.

Jim Meyer is exploring entering WLOV golf carts in the annual Villages Christmas parade. As of now the date for the Christmas parade has not been set. Please contact Jim (jacobsgrampy@msn.com) if you would like to be one of the golf cart drivers in the parade.

Prizes firmed up for Book & Author Expo.

A number of prizes will be awarded at January's Book & Author Expo.

- 50/50, with half the money going to the winning ticket holder and the other half donated to The American Legion Post 347
- Powerball tickets as prizes, open to all Expo adult patrons, no purchase necessary
- School prizes; winning school will obtain books and a visit by one of our authors.

So far, the following authors have volunteered to go to the winning school(s) and give a presentation.

Mark H. Newhouse
Mary Lois Sanders
Jan Zahorian
Sigrid Paddock
Dayle Finn
Linda Heyniger
Pat McAllister
Anna Massengill
Larry Martin

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

Coming in January! Book Cover Contest

In the past this has been a great way for WLOV members to promote their books and for WLOV to promote the annual Book Expo. This year's Book Cover Contest will be held at the Savannah Center, from January 18-24, 2017. Covers can be entered from December 1, 2016 through January 4, 2017. Authors may enter as many covers as they wish and there will be a \$1.00 entry fee per cover. The event is free and open to the public. Visitors to the Savannah Center will vote on their favorite cover using paper ballots placed near the displays. The winners will be announced at an afternoon awards

ceremony, January 25, 2017. At our WLOV meetings, and in subsequent newsletters, we will offer information about exactly how to enter your book cover(s) for this contest.

Special for the 2017 Book & Author Expo: tours of the Eisenhower Center

Unique among all our Regional Rec Centers, the Eisenhower is also a museum with a national theme: honoring military heroes. We hope to attract a large number of people from outside The Villages, who may never have visited the Eisenhower. To this end we are working to arrange for guided tours. Look for more information in the next edition of this newsletter.

A Thank you note from Mark:

I am very excited about this fantastic event and want to thank the amazing members of the Expo 17 Team, Jan, Larry, Jack and Bill, for all their hard work in the five weeks we have had to get so much done. Thanks also to the WLOV Board for its support. Finally, on behalf of the Team, I want to thank the WLOV members who have already joined us with their ideas, and by volunteering as Ambassadors to help spread the word. We want your ideas so please contact any of our Team members. No idea is too crazy. Thank you again.

Mark Newhouse

Central Florida Book & Author Expo 17 Chairperson

**We hope to see you all at the next WLOV meeting,
Wednesday, October 5, 2016, 8:30 am, Laurel Manor
Rec Center.**