

# Dawn Again

## *Tracking the Wisdom of the Wild*

Doniga Markegard

PROPRIOMETRICS PRESS • ISBN-13: 9781943370146 • Format: Trade Paper •  
Trim: 6.00 x 9.00 • Pages: 280 • Price: \$17.95 • Publication Date: November 1,  
2017 • Category: NATURE/Ecosystems And Habitats/Wilderness, BIOGRAPHY

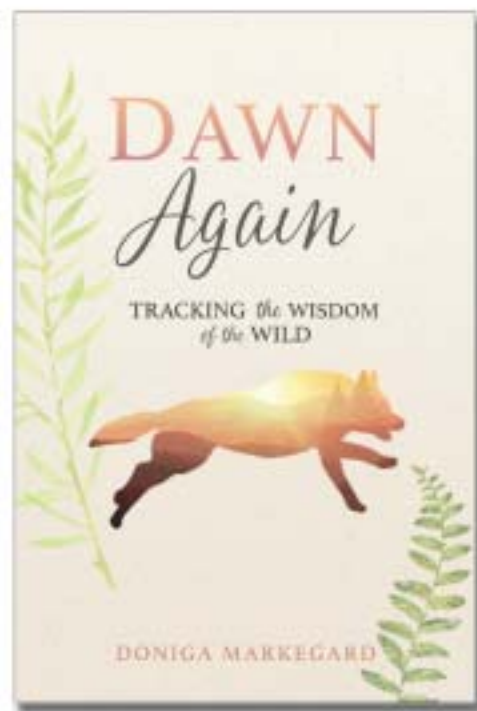
From the Pacific Northwest forests to the rugged coastal shores of California, *Dawn Again: Tracking the Wisdom of the Wild* is a remarkable memoir of exploration and survival. As a young girl, Doniga Markegard was thrown from her horse and knocked unconscious. She remembers an out of body experience that revealed to her the great mystery at the heart of life. In *Dawn Again* she writes of a young woman's immersion in nature in search of herself and her passions. Her search takes her hitchhiking across the West and to Alaska where she discovers and falls deeply in love with tracking wolves and the rigors of surviving in the wilderness. At a wilderness immersion school, medicine people and wildlife trackers train her in indigenous ways. Doniga seeks a vision and discovers her purpose, only to find herself on a cattle ranch falling in love and starting a family, while finding a new way to use all she has learned about the wilderness and what it has to teach us.

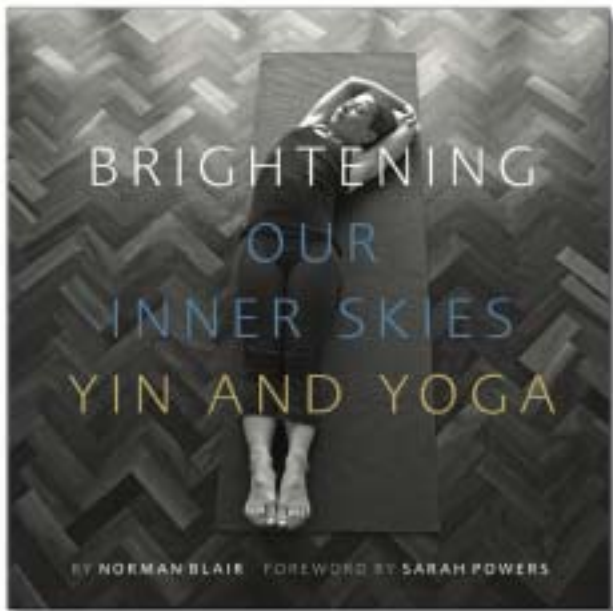
### **About the Author**

Doniga Markegard has a background in wildlife tracking, holistic management and permaculture. Along with her husband Erik and four children, Doniga lives on a coastal ranch in San Gregorio, CA. Doniga is passionate about finding ways to regenerate lands and community through practices that build soil, sequester carbon, capture and purify water and enhance habitat. Doniga has an immense passion for the natural world and helping others live a life of balance with the earth and all living things, leading a life of example where her own actions are deliberated into the health of the future generations.

### **Marketing**

- Author will transition her personal social media pages to public ones and continue to build a platform
- Interviews with nature and wilderness podcasts like *ReWild Yourself*, along with traditional media like NPR
- Public book launch event in Half Moon Bay, CA
- Book will be marketed through author's various professional channels and associations
- Galleys in August 2017 to review publications





# Brightening Our Inner Skies

## *Yin and Yoga*

Norman Blair • Foreword: Sarah Powers

MICMAC MARGINS • ISBN-13: 9780995547001 • Format: Trade Paper • Trim: 8.86 x 8.86 • Photos: 140+ B/W & Color; 9 line drawings • Pages: 240 • Price: \$22.95 • Publication Date: August 1, 2017 • Category: HEALTH & FITNESS/ Yoga; Body, Mind & Spirit/ Mindfulness and Meditation; Buddhism/General

Beautifully written and designed, *Brightening Our Inner Skies: Yin and Yoga* practically and provocatively explores yoga, self-transformation and social responsibility. This book takes the practice of yoga and self to profound levels through stories, images and well-researched debates.

It provides the principles and practicalities of Yin, highlighting how it acts as a bridge to a meditation

practice and can allow the practitioner to experience the energy channels of Traditional Chinese Medicine (with a helpful chart of meridians, health issues and emotions). Designed as a book to practice from, it opens flat. The narrative is in short sections with evocative photos of nature bringing in a breathing space of mind and eye. The manual section lays out multiple photos of the same pose, with modifications, alternatives, and relevant muscles and meridians listed.

Useful and inspirational to newcomers to yoga as well as experienced teachers, *Brightening Our Inner Skies* draws together decades of practice, teaching experience with thousands of students and a deep desire to help the practitioner change themselves and change the world, one posture, one practice at a time. Students and teachers have said it is that rare thing: a yoga book that's a page turner!

“Norman Blair takes us for a ride deep into the meaning of life and the purpose of practice. You will be engaged, entertained and enlightened. You will be recommending this book to your friends.” ~ **Bernie Clark, Author of *The Complete Guide to Yin Yoga and Your Body, Your Yoga***

### **About the Author**

Norman Blair began practicing yoga in the early 1990s in London, UK. Initially an Ashtanga practitioner, he has delved deeply into Yin yoga since 2001, training with Sarah Powers, Paul Grilley and Bernie Clark. Norman has been teaching classes, workshops, intensives and retreats since 2001. Having started the first regularly scheduled Yin yoga class in London in 2003, he is currently the foremost Yin yoga teacher in the UK. His daily meditation practice and wide reading informs his teaching, his practice, and his life. See [www.yogawithnorman.co.uk](http://www.yogawithnorman.co.uk) for details.

### **Marketing**

- Complimentary copies to Yin yoga teacher training leaders in North America, looking for inclusion on training required reading list
- Social media campaign
- Print/virtual reviews/adverts: *Elephant Journal* (article/advert), *Yoga Journal*, *Yoga International Magazine*, *Australian Yoga Life*, *Integral Yoga Magazine*, *Tricycle*, *Buddhadharma*

# The Happiness Sutra

*How to Live a Heroic Life, Free of Stress, 2<sup>nd</sup> Edition*

Dr. Rick Levy

AMITY UNIVERSITY PRESS • ISBN-13: 9788180111655 • Format: Trade Paper  
• Trim: 6.00 x 9.00 • Pages: 205 • Price: \$19.95 • Publication Date: October 10,  
2017 • Category: SELF-HELP / Personal Growth / Happiness

Stress is the number one nemesis of health, happiness and success, with almost 1 in 3 adults now relying on medication to deal with depression, anxiety, sleep disorders and other stress-induced problems. Too many people are succumbing to chronic mental distress, serious stress-related illness like heart disease, and worse yet – the death of their dreams. The World Health Organization (WHO) estimates that, owing to rising levels of stress, by 2030 depression will be the leading cause of illness and disability worldwide, a greater cause of anguish than heart disease, cancer or diabetes.

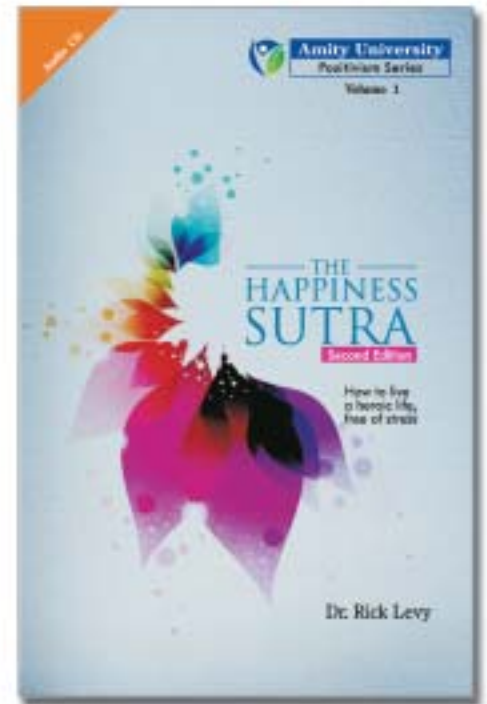
In *The Happiness Sutra*, doctor of medical psychology and board-certified clinical hypnotherapist Dr. Rick Levy shows the reader how to trounce stress without medication in a few weeks using mind-body medicine, and he maps out the ultimate stress management strategy, showing the reader how to tap the hidden power of their own mind to lead a happy, healthy, fearless and productive life in pursuit of their dreams.

“Your potential is limitless because the power of your mind is infinite” is Dr. Levy’s credo, and in *The Happiness Sutra* he provides concrete tools, including his signature audio methods, that readers can use to prove it to themselves, virtually overnight. A medical breakthrough based on 40 years of research and clinical practice in mind-body medicine and brain bio-physics, The Levy Methods combine clinical hypnosis, meditation and mental focusing procedures into unique audio protocols. Known for their ease of use – all the user does is close their eyes and listen – the Levy Methods deliver profound and immediate physical, mental and spiritual benefits, and the insight and power needed to succeed in an increasingly complex world.

*The Happiness Sutra* is Dr. Levy’s roadmap to a stress-free, successful, happy life lived in pursuit of a large destiny – a heroic life, lived without limits.

## About the Author

Dr. Levy is an author, clinician, researcher, professor and consultant who has worked at the forefront of mind-body medicine for 40 years. He owns and directs The Levy Centers for Mind-Body Medicine and Human Potential (3 clinic/retreat centers in the Washington, DC area). He is also Chair Professor of Mind-Body Medicine and Human Excellence at Amity University, INDIA – India’s #1 private non-profit university, with multiple campuses in India and in London, Beijing, Mauritius, Dubai, Singapore, Boulder CO, Sacramento CA, Newark NJ, and most recently, Oakdale NY – and he directs the Amity Levy Centres for Mind-Body Medicine in Noida, UP, INDIA (New Delhi) and Oakdale.

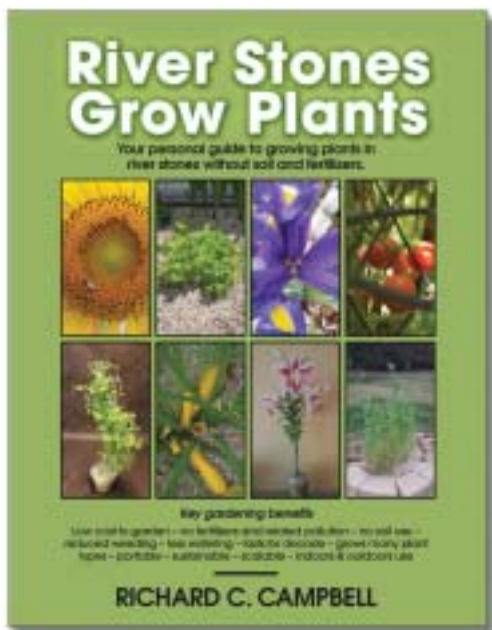


# River Stones Grow Plants

## *Your Personal Guide to Growing Plants in River Stones Without Soil and Fertilizers*

Richard Campbell, Professor Henry Teng, and Professor  
Arvazena Clardy

**TO SOIL LESS • ISBN-13: 9780692862797 • Format: Trade Paper • Trim: 8.00 x 10.00 • Photos: 682 Color • Pages: 225 • Price: \$39.95 • Publication Date: November 1, 2017 • Other features: Lesson plans, gallery, glossary of terms, and an index is provided in the Appendix • Category: GARDENING / Techniques**



*River Stones Grow Plants* tells the tale of the accidental scientist Richard Campbell and his journey from unintentional watermelon seed to the modern-day science of geological agriculture - the study and application of growing plants in rocks absent of soil and fertilizers. As the story goes, Campbell was asked in 1994 by his uncle Dr. Thomas Logan of Nashville, TN

to explain why they were witnessing a watermelon growing from a gravel bed designed for weed block (there was lawn fabric under the gravel). Campbell theorized that it was possible that the rocks were feeding the watermelon plant. Campbell suggested that rocks are minerals and minerals are vitamins and nutrients, so it is likely the rock is the fertilizer source. For 14 years, Dr. Logan dropped in other seed types with many plants growing strong and robust each year. In 2008, Dr. Logan asked Campbell if he could look further and determine why these rocks demonstrate the capacity for plant growth and if Campbell could figure out how to inform the people.

After years of research, phone calls and tests, Campbell determined that sedimentary rock, in fact, has nutrient matter within its formation. Scientists from the early 1900s studied the land based metamorphic and igneous rock to determine if they could support plant life. Those studies failed and the scientists never thought to look at rock from the sea. Sedimentary rock is formed in water from loose sediment or dead sea life that is fossilized into a rock over thousands of years. Add water to this rock type under the right conditions and you have a permanent all natural growing environment capable of supporting plant life for many plant types.

### **About the Author**

Richard Campbell is an MBA with his own management consulting firm in Maryland, supporting federal agencies, Fortune 100s and start-ups. With now 10 direct years of growing plants in river rock and beta testing various river rock configurations, Campbell shares RSGP, inclusive of contributions from Professor Henry Teng at George Washington University and studies from Professor Arvazena Clardy of Tennessee State University. Campbell founded To Soil Less in 2011 to help advance the study and application of growing plants in rock.

### **Marketing**

- Author Tour
- Social Media Campaign

# Life's a ROADTRIP

Hanna Axelsson Sahlen & Ashleigh Powell • Illustrator:  
Jessica Wells

AXEL & ASH • ISBN-13: 9780987449337 • Series: Insert Your Story • Format:  
Hardcover • Trim: 7.13 x 8.15 • Photos: 100 • Pages: 264 • Price: \$34.99 • Publica-  
tion Date: July 1, 2017 • Category: TRAVEL / General

*Life's a ROADTRIP* is the latest instalment in the "Insert your story" series, following *Swept Away by WANDERLUST* and *My BUCKETLIST* it's here to inspire you to plan and kick start the road trip of your dreams. Filled with travel prompts, inspiring quotes and stories from professional nomads this journal is made for you to scribble down your favorite sing-a-longs, stick in your own postcard worthy photos and give you a place to keep your festival passes covered in mud.

Build and record every second of your road trip adventures with a traceable world map, thought provoking questions and planning pages for all the places you'll go and the places you've yet to get to.

"They are like the grown up version of a diary...pretty enough to stand alone on any coffee table" ~ *Allure Magazine*

"These girls are passionate entrepreneurs who have created beautiful & amazing books that inspire the free spirit in us all!" ~ Lisa Messenger, Editor in Chief & Founder of *The Collective magazine*

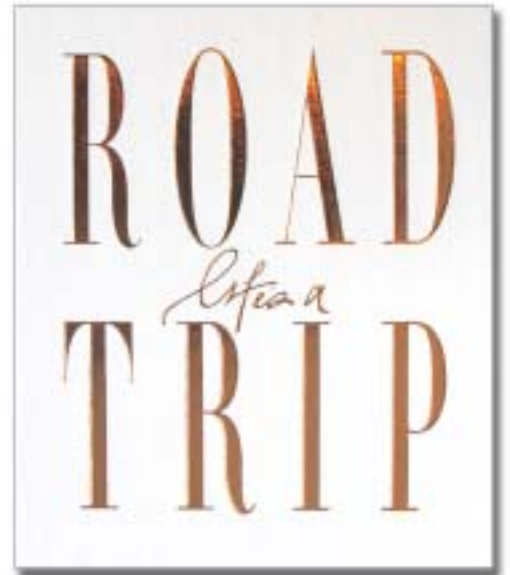
## About the Authors

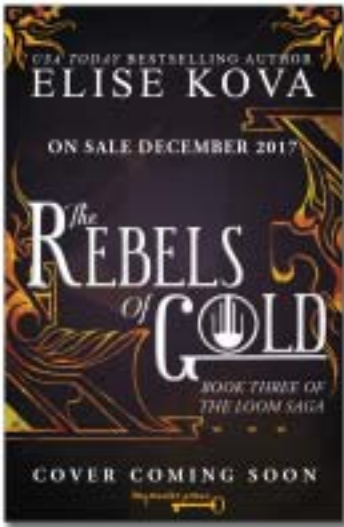
Hanna Axelson Sahlen (Axel) is a creative soul from Sweden with a mind full of ideas. Hanna graduated with a diploma in Film & TV. She spent years working as a TV director for ABC News, before branching out into production freelancing as a cinematographer and editor, creating beautiful stories about all walks of life.

Ashleigh Powell (Ash) is a day dreamer, adventurer and always curious. Ashleigh graduated and specialized in financial planning & business management, where she worked in the industry for over eight years. She has also completed numerous writing courses through the Australian & NSW Writers Centres and is now following her passion. Along with designing inspirational books for Axel & Ash, Ashleigh is currently completing on her first novel *Katana*.

## Marketing

- Promotional Tour Axel & Ash will be travelling the U.S for marketing, trade shows and book signings.
- National Editorial: magazines, print & online for features
- Holiday gift guides
- TV & Radio Interviews
- Social Media Campaign to over 13k followers on their Instagram/Facebook/Twitter/blog
- Collaborations Axel & Ash will be meeting and collaborating with influential bloggers, Instagrammers and celebrities to endorse their creative journals.





# The Rebels of Gold

Elise Kova • Illustrator: Nicholas D. Grey

**KEYMASTER PRESS • ISBN-13: 9781619846531 • Series: The Loom Saga • Format: Hardcover**  
• Trim: 5.50 x 8.50 • Illustrations: 10 & 2 Maps BW • Pages: 500 • Price: \$23.99 • Publication  
Date: December 5, 2017 • Category: FICTION / Fantasy / Epic

A new rebellion rises from the still smoldering remnants of the five guilds of Loom to stand against Dragon tyranny. Meanwhile, on Nova, those same Dragons fight amongst themselves as age-old power struggles shift the political landscape in fateful and unexpected ways. Unlikely leaders vie for the opportunity to shape a new world order from the perfect clockwork designs of one temperamental engineer. This final installment of USA Today bestselling author Elise Kova's *Loom Saga*, *The Rebels of Gold* will reveal the fate of Loom's brilliantly contrasting world and its be-

loved inhabitants. Other books in the series include *The Alchemists of Loom* and *The Dragons of Nova*.

*"I love Air Awakens! It's Phantom of the Opera meets Cinderella in a wonderfully crafted world created by debut author Elise Kova."* - Michelle Madow, Author of the Elementals Series

## —NOW IN PAPERBACK— The Alchemists of Loom

Elise Kova

**KEYMASTER PRESS • ISBN: 9781619844438 • Series: The Loom Saga • Format: Trade Paper**  
• Trim: 5.50 x 8.50 • Illustrations: 1 B&W Map of World • Pages: 352 • Price: \$11.99 •  
Publication Date: November 28, 2017 • Category: FICTION/Fantasy/Epic/Steampunk

Ari lost everything she once loved when the Five Guilds' resistance fell to the Dragon King. Now, she uses her unparalleled gift for clockwork machinery in tandem with notoriously unscrupulous morals to contribute to a thriving underground organ market. The Alchemist Guild, down on Loom, may just hold the key to putting his kin in power. When Ari stumbles upon a wounded Cvareh, she sees an opportunity to slaughter an enemy and make a profit off his corpse. But the Dragon sees an oppor-

tunity to navigate Loom with the best person to get him where he wants to go. He offers her the one thing Ari can't refuse: A wish of her greatest desire, if she brings him to the Alchemists of Loom.

### About the Author

Elise Kova has always had a profound love of fantastical worlds. Somehow, she managed to focus on the real world long enough to graduate with a Master's in Business Administration before crawling back under her favorite writing blanket to conceptualize her next magic system. She currently lives in St. Petersburg, Florida, and when she is not writing can be found playing video games, watching anime, or talking with readers on social media.

### Marketing

- Social Media Campaign – thousands of followers in Facebook, Twitter and Instagram accounts
- Email blasts with over 4,000 on the mailing list
- Author Tours
- Blog Tours
- The Guild Games (real-time video game)

# Harsh Reality

## *Tales of the Z-List from a Reality Show Booking Agent*

Andy Binder & Fred Stroppel

BLUE RIVER PRESS • ISBN-13: 9781681570730 • Format: Trade Paper • Trim: 6 x 9 • Photos: 24 B&W • Pages: 320 • Price: \$19.99 • Publication Date: September 1, 2017 • Category: HUMOR / Topic / Celebrity & Popular Culture

Reality television: a loaded phrase if ever there was one. To some, it connotes trash: Snooki, Honey Boo-Boo, the Kardashians. People who are pathetic, immoral and disgusting. To others, it says irresistible entertainment: passion, hilarity, love and obsession. Whatever your feelings about it, there's no doubt that somewhere, somehow, you have come in contact with some form of reality TV. The very first reality television program premiered on MTV in 1992—*The Real World*. That one show spawned an entire industry, and created a new kind of celebrity—“The Z-list Celebrity.” In Andy's world, reality television and the Z-list celebrity is neither trash nor passion, but a way of life.

Reality shows, despite their claims of unplanned spontaneity, are carefully crafted vehicles populated by various familiar “types.” There's the cocky attention-getting male who has appeared on eight reality shows and calls himself “Mr. Beautiful.” The sweet country girl with a boyfriend of five years back home. The Guido-loving girl, who tries to bring home a different guy every night. And the list goes on. These characters represent the full spectrum of American society, and they all play their parts with conviction and relish.

But what happens when the cameras stop rolling? What are the real lives of these reality stars like? Does it mirror in any way what we see on their TV shows? *Harsh Reality* will take a look at the hidden world of reality TV fame, a world Andy Binder witnessed first-hand while running Tobinder Talent Booking.

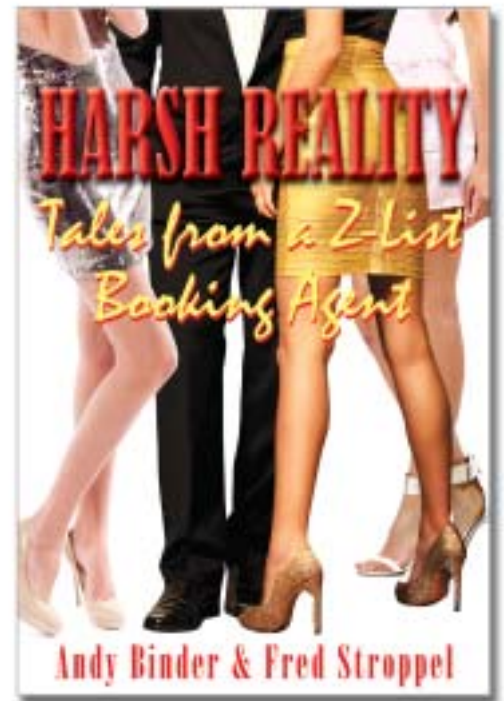
### **About the Authors**

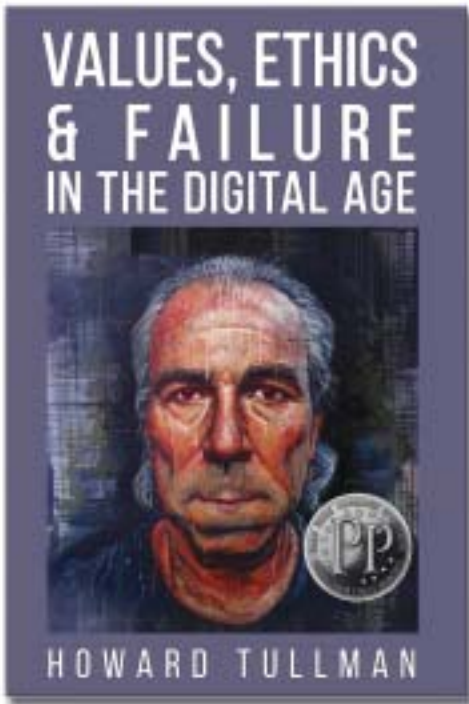
Andy Binder received his bachelor's degree in history from the State University of New York at Geneseo and his master's in education from The College of Saint Rose in Albany, NY. Combining his education background and his passion for entertainment, Binder worked for years at several colleges in their campus-activities departments, and teaching Public Speaking, Small-Group Communications, and First-Year Student-Transition Issues. His events have included concerts and shows by comedians Martin Short and Howie Mandel, and hit bands like O.A.R. and Third Eye Blind. Today, Binder continues to get reality TV stars paid for basically whatever and wherever.

Frederick Stroppel is the co-author of *Lucky Me: My Life With and Without My Mom*, Shirley MacLaine, the memoir of Sachi Parker (Gotham/Penguin Books). *Lucky Me* received rave reviews from the Huffington Post and columnist Liz Smith; the book has sold tens of thousands of copies thus far and was featured on CNN *Headline News*, ABC's *20/20*, and in a three-page *PEOPLE* magazine story. Mr. Stroppel is also a TV writer, screenwriter and playwright. He is a member of the Dramatists Guild and the Writers Guild of America East.

### **Marketing**

- Author events
- Extensive social media campaign (1.5 million followers)
- Television, radio, print and online interviews





# Values, Ethics & Failure in the Digital Age

*You Get What You Work For, Not What You Wish For*

Howard A. Tullman

**BLOG INTO BOOK • ISBN-13: 9781619849716 • Series: The Perspiration Principles • Format: Trade Paper • Trim: 6 x 9 • Pages: 192 • Illustrations: 10 charts/graphs • Price: \$16.95 • Publication Date: October 1, 2017 • Category: BUSINESS & ECONOMICS / Entrepreneurship**

Howard Tullman has successfully founded more than a dozen high-tech businesses in his 50 year career and created more than \$1 billion in investor value as well as thousands of new jobs. He is currently the CEO of 1871 in Chicago where digital startups get their start.

*Values, Ethics & Failure in the Digital Age* is a collection of Tullman's straightforward, plain-spoken principles which are crucial to

transacting ethically and handling yourself when things don't work out – which happens quite often with technology startups.

“No matter how many operations a surgeon has watched, I'd rather have the guy who's done it be the one cutting on me. Howard Tullman has done it over and over again.” ~ Mark Walsh, Head of Innovation and Investment, US Small Business Administration

“I've known Howard for at least 15 years ...he's about getting things done and executing with a vengeance.” ~ Joe Mansueto, Morningstar Founder / CEO

## About the Author

Howard Tullman is the CEO of 1871 in Chicago where digital startups get their start. He is also the General Managing Partner of two venture funds: Chicago High-Tech Investment Partners and G2T3V, LLC, which both focus on funding disruptive innovators. He is the former Chairman and CEO of Tribeca Flashpoint Media Arts Academy in Chicago. He is an active member of numerous city, state and civic boards and organizations and a tireless supporter and mentor to many start-ups and other businesses and individuals.

## Marketing

- Prominent display for the book at entrance of 1871 ([www.1871.com](http://www.1871.com)), a 150,000 square foot technology incubator where 3,500+ people enter per day, where author is CEO
- Social Media Campaign, author's followings (Facebook 5,000 friends, Twitter @tullman 14,000 followers, Google+ 3.5 million views [plus.google.com/+howardtullman/](https://plus.google.com/+howardtullman/))
- Author events
- Author blogs
- Facebook Ads and Google search ads

## Also From This Author

Growing a Startup in the Digital Age

PZ • \$14.95 • 192 pgs • 6x9 • ISBN-13: 9781619849815 • TP

Launching A Startup in the Digital Age

PZ • \$14.95 • 192 pgs • 6 x 9 • ISBN-13: 9781619849846 • TP

Managing A Startup in the Digital Age

PZ • \$16.95 • 192 pgs • 6 x 9 • ISBN-13: 9781619849778 • TP



# Diamonds from the Dugout

*Surprising & Inspiring Tales from  
Baseball's Greatest Hits*

Mark Newman • Foreword by Brooks Robinson

BLUE RIVER PRESS • ISBN-13: 9781681570679 • Format: Hardcover • Trim:  
6.00 x 9.00 • Photos: 24 B&W • Pages: 320 • Price: \$24.95 • Publication Date:  
October 1, 2017 • Category: SPORTS & RECREATION / Baseball / Essays &  
Writings

*What hit meant the most to you and why?* It was a simple question of nine words, a magical number in baseball, and it led award-winning sportswriter Mark Newman on an eight-year journey that would bring about surprising stories and empowering life lessons from the minds of the most fabled Major League hitters in our time.

Charming tales of heroic moments are delivered in a very different and captivating way, as unique as the men who made them happen right before our eyes. It all started with the beloved Hall of Fame third baseman Brooks Robinson, whose eager response was a much-needed lesson in humility as well as inducement to ask it again. From one legend to the next, the answers were unexpected, introspective, telling, and most of all inspiring.

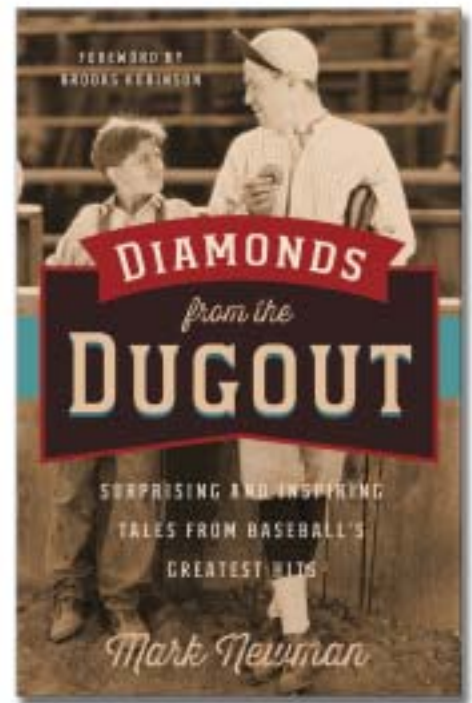
*Diamonds from the Dugout* is a collection of motivational lessons on achieving success in life, organized through stories shared by such greats as Derek Jeter, Stan Musial, Ken Griffey Jr., Pete Rose, Carl Yastrzemski, Wade Boggs, Frank Thomas, Mike Piazza, Cal Ripken Jr., George Brett, Johnny Bench, Brooks and Frank Robinson, Rickey Henderson, Tony Gwynn, Albert Pujols, Mike Schmidt, Carlton Fisk, Joe Morgan, Tony Perez, Jim Palmer, Robin Yount, Andre Dawson, Lou Brock, Ozzie Smith, Roberto Clemente (via wife Vera), Dave Winfield, Ferguson Jenkins, Joe Carter, Steve Garvey, Ralph Kiner, Roberto Alomar, Bo Jackson, Dale Murphy, Darryl Strawberry, Don Mattingly and more than 100 of our favorites of all-time.

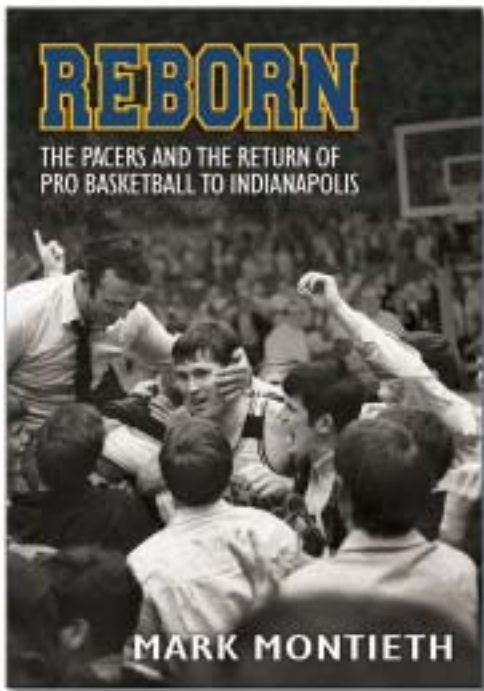
## About the Author

Mark Newman is a recipient of the National Magazine Award for General Excellence and has been a baseball writer since 1990, including nearly the last two decades with Major League Baseball Advanced Media (MLB.com). This is his second book, in addition to *Hard to Believe: A Year Inside Red Sox Nation*. The Indiana University graduate is a longtime Hall of Fame voting member of the Baseball Writers' Association of America. Before MLBAM, he co-founded and oversaw content at digital ventures including Sporting News Online, NASCAR.com. He also was an award-winning pro sports beat writer for *The Miami Herald*, *Fort Worth Star-Telegram* and *San Jose Mercury News*. Newman and his wife Lisa live in Piermont, NY.

## Marketing

- MLB markets for author events
- Social Media Campaign
- Television, radio, print and online interviews





# REBORN

## *The Pacers and the Return of Pro Basketball to Indianapolis*

Mark Montieth

**HALFCOURT PRESS • ISBN-13: 9780998729800 • Format: Hardcover  
Trim: 6 x 9 • Photos: 30 B&W • Pages: 320 • Price: \$24.95 • Publication Date:  
October 5, 2017 • Other features: Footnotes • Category: SPORTS & RECRE-  
ATION/Basketball**

Mark Montieth spent decades researching this book through extensive interviews and access to previously unseen internal documents regarding the formation and early seasons of the Indiana Pacers in 1967. He tells the dramatic story of the noble, city-wide effort to establish the franchise after a 14-year hiatus from professional basketball in Indianapolis, as well as the tumultuous and electrifying early seasons when the franchise that thrives today first took root.

More than merely recounting the games, he delves into the unique personalities of some of the players and the social issues that influenced their careers. He also captures the carefree, raucous nature of professional basketball in a basketball-crazed state in the Sixties. This was an era when fights in games were common, a player could pack a gun in carry-on luggage for a road trip, newspapers unabashedly promoted the team to help assure its survival, games were played in arenas so cold the players could see their breath, a player could be told he was traded while taking a post-game shower and fans would run onto the court and attack a referee after a game.

The Pacers would go on to win three championships in the American Basketball Association, and their popularity would play a critical role in revitalizing downtown Indianapolis by establishing the need for a new arena. This book sets the stage for that era by exploring the difficult birth of the franchise and the fateful events that enabled it.

It is illustrated with numerous photos, many never seen by the public.

### **About the Author**

Mark Montieth was born and raised in Indianapolis and lives there today. He attended Indiana Pacers games as a child, and grew up to become a sports journalist who reported on the Pacers for many years, including a 12-year period when he covered the team for the Indianapolis Star.

He has won many regional and national awards for his writing, as well as for hosting a popular program on the most powerful radio station in central Indiana. He also hosted two sports-related episodes on the local PBS television station, further expanding his personal brand.

### **Marketing**

- Extensive radio interviews, and likely television and print publicity
- Speaking engagements
- Web promotion
- Social media campaign
- Book Reviews

# Following the General

## *Why Three Coaches Have Been Unable to Return Indiana Basketball to Greatness*

Terry Hutchens

TERRY HUTCHENS PUBLICATIONS • ISBN: 9780997396522 • Format: Trade  
Paper • Size: 6 x 9 • Pages: 320 • Illustrations: 30 B&W photos • Price: \$18.00 •  
Publication Date: October 1, 2017 • Category: SPORTS & RECREATION/  
Basketball

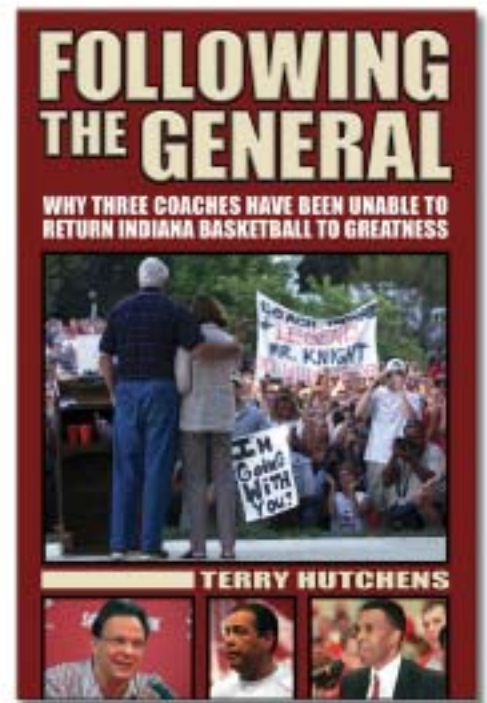
In *Following the General*, veteran Indiana University basketball beat writer and accomplished author Terry Hutchens dissects the challenges that have come with returning Indiana basketball to greatness in the nearly two decades since Bob Knight roamed the IU sidelines. Mike Davis was a good man who was in a little over his head with Indiana as his first head coaching job. Kelvin Sampson opted to take shortcuts that ultimately cost him his job and set the program back several years. Tom Crean brought the program back but could never reach the level of consistency that the administration felt was enough for a blue blood program like Indiana. Three coaches, 17 years, and seven seasons on the outside looking into the NCAA Tournament. In the previous 17 seasons under Bob Knight, Indiana had made the NCAA Tournament 16 times. In his 29 seasons at the school, IU only missed the NCAA five times. In *Following the General*, Terry Hutchens talks to numerous former players, coaches and media people trying to determine what needs to happen moving forward for Indiana to get back to the days where playing in the NCAA Tournament is once again an every year occurrence rather than something the Hoosiers do on a less than consistent basis. Indiana clearly, on paper, has the resources to be competitive. It also, at times, has an unrealistic fan base that still believes it's 1987. Hutchens also takes a long look at the three coaches mentioned above and looks back at what went well and not so well in their time in Bloomington.

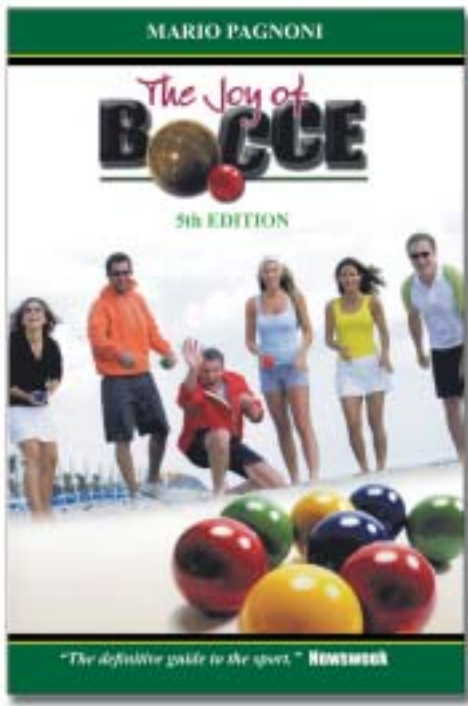
### About the Author

Terry Hutchens begins his 20th season this fall covering Indiana University football and basketball. He is currently the IU beat writer for CNHI Sports Indiana, a newspaper group that owns 13 papers in Indiana. Terry's work is syndicated in those 13 papers every day. Terry spent 22 years with the Indianapolis Star and covered IU for that publication for 15 seasons. Terry has been honored as Indiana's Sportswriter of the Year five times including four years in a row. This is Terry's eleventh book, ten on IU topics, including his first IU Basketball Children's Book titled *Hoo-Hoo-Hoo Hoosiers!* that was released in the fall of 2016. Other titles by Terry include *The Indiana Hoosiers Fans Bucket List*, *So You Think You Know Indiana University Basketball*, *So You Think You Know Indiana University Football*, *Missing Banners*, *Hoosiers Through and Through*, *Rising from the Ashes: The Return of Indiana University Basketball*, *Never Ever Quit*, *Hep Remembered* and *Let 'Er Rip*. He also has written two updates to the Indiana University Basketball Encyclopedia, originally penned by Jason Hiner. Terry and his wife Susan live in Indianapolis and have two grown sons. Bryan graduated from Wabash College and now works for Eli Lilly and Co. and Kevin is a musician who recently toured internationally playing the keyboard.

### Marketing

- Speaking engagements
- Web promotion
- Social media campaign
- Book Reviews





# The Joy of Bocce, 5<sup>th</sup> Edition

Mario Pagnoni

**STRIKER PUBLICATIONS • ISBN-13: 9780578190600 • Format: Trade Paper • Trim: 6 x 9 • Photos: 120 B&W • Pages: 224 • Price: \$15.00 • Publication Date: August 1, 2017 • Category: SPORTS & RECREATION**

*The Joy of Bocce, 5th Edition* is the authority on America's greatest and simplest recreational pastime. Bocce is a game that can be played by anyone almost anywhere, requires less space and equipment than its many assorted recreational rivals. It is safer than tossing quoits or horseshoes and more fun than a backyard Super Soaker water gun fight!

Illustrated with more than 100 photographs and diagrams *The Joy of Bocce* is the one and only most trusted source of information on this classic game. Readers will learn the history of the game, how to play it, mastering technique and strategy, and playing on a variety of surfaces. You can even learn how to build your own Bocce court.

This book gets the word out on what is the best-kept secret in sports — bocce! *The Joy of Bocce* is fun to read and literally the first of many joys in taking up the game. Bocce has been growing in popularity for the past several decades. It is played in many forms worldwide, and is an official event of the Special Olympics. Bocce is thriving in all areas of the United States and has been rightfully crowned the recreational sport for the entire family. *The Joy of Bocce* seeks to dispel the many misconceptions about bocce and promotes it as a backyard game that is an ideal recreational sport for the whole family with friends at the beach, back yard cookouts, picnics and all around get-togethers. People of any age can play. Grandparents and parents can play with their grandchildren and kids. Mario's says: "Five Minutes to learn a life time to Master"

## About the Author

Mario Pagnoni, The Bocce Guy, has traveled from coast to coast for the past 40 years, spreading the gospel and joy of playing bocce. The author of several sports, computer and education books, Pagnoni has written for the *The Boston Globe*, *Referee Magazine*, and other publications. He published the *Joy of Bocce Weekly*, an ezine connecting bocce aficionados everywhere. A retired public school teacher and coach, he runs bocce tournaments, bocce fund raising events, corporate outings and parties with bocce as the focal point.

## Marketing

- Web promotion
- Social media campaign
- Book Reviews

# Summer Wind

## *The Vietnam War Letters of Richard “Dick” Wolfe*

Randy and Roxanne Mills • Foreword by: Gary E. May

BLUE RIVER PRESS • ISBN-13: 9781681570693 • Format: Trade Paper  
Trim: 6 x 9 • Photos: 48 B&W • Pages: 288 • Price: \$16.99 • Publication Date:  
November 1, 2017 • Category: BIOGRAPHY & AUTOBIOGRAPHY / Military

The fascinating and heartbreaking story of Indiana soldier, Dick Wolfe, was preserved in scores of letters he sent home to family, and letters friends sent to him in Vietnam from July 1967 to early January of 1968. On the rare days Wolfe spent at relatively large base camps in Vietnam, he penned long, detailed letters to his wife, mother, and friends. Most of his correspondence held little back as it was written in brief snatches in a tent-covered hole by the light of a single candle at primitive night defensive positions.

The authors of *Summer Wind: The Vietnam War letters of Richard “Dick” Wolfe* have quickened this unique correspondence and brought it fully to life. Using materials such as personal interviews, diary accounts, personal journals of the men who served with Dick Wolfe, recorded air-to-ground conversations, and military history accounts of the Second Battalion, Eighteenth Infantry of the First Division, the authors weave together a tale with the greatest amount of context, delivering an astounding awareness of the incredible stress of combat—both on combatants and the “folks back home.”

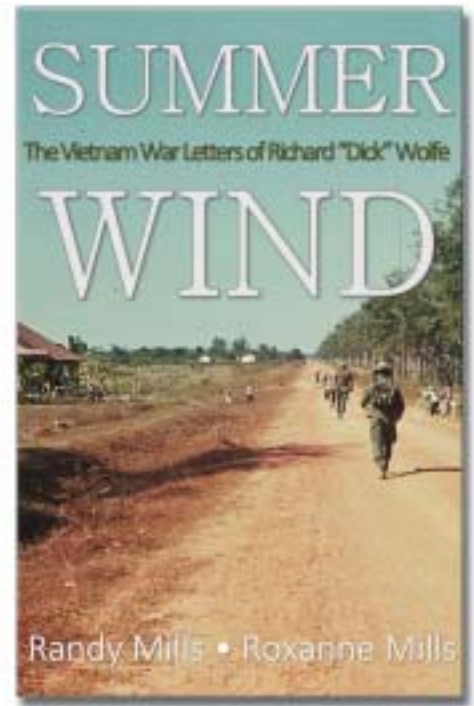
### About the Authors

Randy Mills is a professor of the social sciences at Oakland City University. He is the co-author of *Unexpected Journey: A Marine Corps Reserve Company in the Korean War*, the well-received case study of the call-up of Marine Reservists during the Korean conflict. His articles have been featured in *Connections: The Hoosier Genealogist*, among other publications.

Roxanne Mills is an author and an Associate Professor of English at Oakland City University in Oakland City, Indiana. She is the co-author of *Unexpected Journey: A Marine Corps Reserve Company in the Korean War*. Her work has been featured in journals and magazines such as *Traces of Indiana and Midwest History*, and *Indiana Magazine of History*, among others.

### Marketing

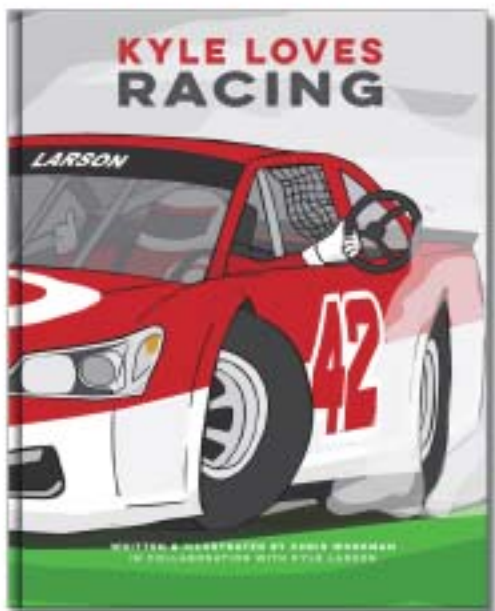
- Social media campaign
- Author events
- Press release to cities all over the US
- Television, radio, print and online interviews



# Kyle Loves Racing

Written and Illustrated by Chris Workman

**APEX LEGENDS • ISBN-13: 9780996286947 • Format: Hardcover Picture Book • Trim: 8 x 10 • Illustrations: 50 Color • Pages: 56 • Price: \$19.99 • Publication Date: November 15, 2017 • Category: FICTION/Transportation/ Cars and Trucks; SPORTS & RECREATION/Motor Sports**



*Kyle Loves Racing* features NASCAR-star Kyle Larson in a children's picture book designed to inspire kids to chase their dreams, teach them about different types of racing and show them a path to becoming a race-winning NASCAR driver, just like Kyle!

The storyline mixes present-day race action featuring several of Kyle's NASCAR race wins with the true story of how, as a young boy, Kyle fell in love with racing, began driving at age 7, became a star dirt track racer, and ultimately, a top NASCAR driver.

Throughout the story, Kyle's love of racing lives at the forefront as he explains to kids that, even today, he'll drive any race car, any time he can! And, the story showcases Kyle's desire to help the next generation of young race fans get involved with the sport.

The book is being created in partnership with Chip Ganassi Racing driver Kyle Larson. The first book of its kind in the dirt track racing and NASCAR space, *Kyle Loves Racing* will read in a similar manner to Apex Legends' successful book, *Josef, The Indy Car Driver*.

## About the Author

Apex Legends owner and author/illustrator of *Kyle Loves Racing*, Chris Workman, is a father of three and life-long fan of all forms of racing. Workman's other previous books include a similar emotional bond. *The Spectacle – Celebrating the History of the Indianapolis 500* 9780996286954, *Josef, The Indy Car Driver*, 9780996286930 and, his first book, *The Longest Day – A Childhood Race Adventure* 9780996286909.

Workman currently resides in Huntersville, North Carolina with his wife, Rachel, and three kids.

## Marketing

- Book reviews
- Book readings with Kyle Larson
- Author events
- Social media campaigns

## Also From This Author



### Josef, the Indy Car Driver

Chris Workman  
Foreword by: Leigh Diffey  
AL • \$19.99 • 48 pgs. • 8 x 10  
ISBN-13: 9780996286930 • HC



### The Spectacle

*Celebrating the History of the Indianapolis 500*

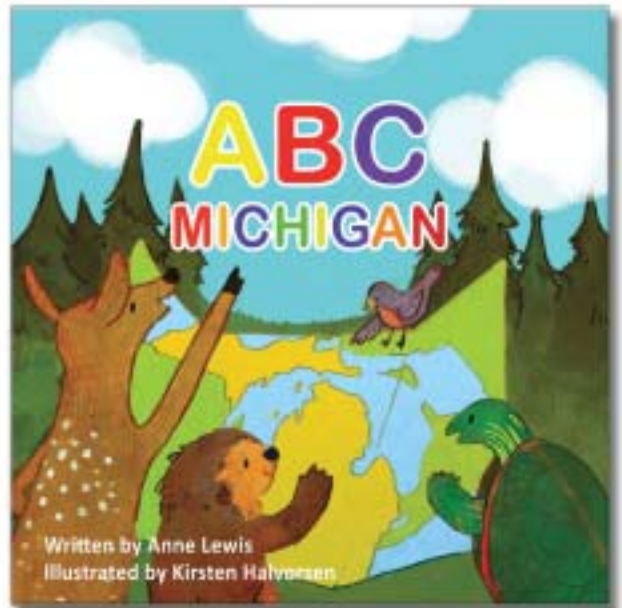
Chris Workman  
AL • \$19.99 • 48 pgs. • 8.25 x 10.5  
ISBN-13: 9780996286954 • HC

# ABC Michigan

Anne Lewis • Illustrator: Kirsten Halvorsen

**RUBBER DUCKY PRESS • ISBN-13: 9781947141018 • Format: Board Book • Trim: 6.00 x 6.00 • Illustrations: 26 Color • Pages: 26 • Price: \$8.99 • Publication Date: November 1, 2017 • Category: JUVENILE NONFICTION / Concepts / Alphabet**

Have fun helping your child learn the letters of the alphabet with this fun Michigan alphabet book. While traveling through Michigan, this book introduces young readers to the shapes and sounds of the letters of the alphabet in a fun jaunt through the mitten state. Children will build their vocabulary and learn about Michigan's state bird, tree, flower, and landmarks. A friendly ducky guides children through the book, hiding somewhere on each page. With sturdy pages and rounded corners, this book is durable enough for lots of learning fun.



# Goodnight Sleeping Bear

Anne Lewis • Illustrator: Nancy Cote

**RUBBER DUCKY PRESS • ISBN-13: 9781947141001 • Format: Board Book • Trim: 6.00 x 6.00 • Illustrations: 32 Color • Pages: 32 • Price: \$9.99 • Publication Date: November 1, 2017 • Category: JUVENILE NONFICTION / Science & Nature / Environmental Science & Ecosystems**

This deceptively simple bedtime book helps your child understand the lakeshore environment of Michigan and Sleeping Bear Dunes. As children say goodnight to the animals that call the beach home, they form lasting connections to the real-world environments and ecosystems around them. Even the most reluctant sleeper can't resist the lyrical rhymes and soothing illustrations. Sure to become your child's favorite bedtime story, *Goodnight Sleeping Bear* travels through the dunes at sunset to lull your little one to sleep. With sturdy pages and rounded corners, this book is durable enough for lots of learning fun.

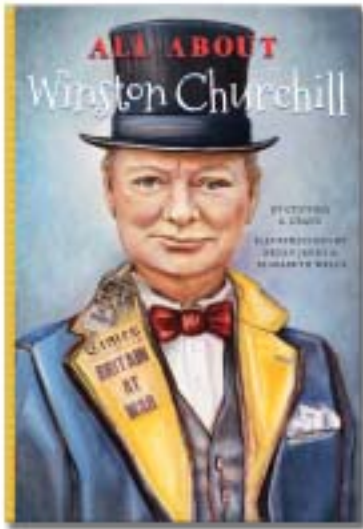


## About the Author

Anne Margaret Lewis is an award-winning and bestselling author of more than twenty-five children's books. Children love to have these books read to them day and night. She enjoys working with fun characters and carefully weaving important lessons into her stories.

## Marketing

- Social media campaign
- Author readings at schools and daycares
- Author events
- Press release to cities all over Michigan and the Midwest



# All About Winston Churchill

Cynthia A. Crane • Illustrator: Bryan Janky, Elizabeth Wells

**BLUE RIVER PRESS • ISBN-13: 9781681570983 • Series: All About • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations: 60 B&W • Pages: 128 • Price: \$5.99 • Publication Date: January 1, 2018 • Other features: Glossary, Index, World Timeline, Personal Timeline, Quotes • Category: JUVENILE NONFICTION / Biography & Autobiography/Political**

Winston Churchill is considered one of the greatest men of the twentieth century. He was a British statesman, author, painter, and an inspiring speaker. At a young age, he was an army officer, and a celebrated war correspondent. For most of his long life, he served in various political positions, most famously as Prime Minister. He is known for his defiant resolve against Nazi aggression and encouragement to the British population during dark periods of WWII. Known worldwide for his great leadership, his speeches and clever sayings are still quoted today.

**About the Author:** Cynthia A. Crane, Ph.D. is the author of the highly acclaimed historical nonfiction, *Divided Lives: The Untold Stories of Jewish-Christian Women in Nazi Germany* (St. Martin's Press/Macmillan). Among her many awards, she has received a J. William Fulbright Scholarship, a Holocaust Education Foundation Summer Institute Fellowship, and a P.E.O. National Scholar's Award. Cynthia resides in Cincinnati, Ohio.

**Marketing:** Press Release • Author events • Television, radio, print and online interviews • Social media campaign

# All About Steve Wozniak

Paul Freiberger & Mike Swaine • Illustrator: Amber Calderon

**BLUE RIVER PRESS • ISBN-13: 9781681570976 • Series: All About • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations: 60 B&W • Pages: 128 • Price: \$5.99 • Publication Date: January 1, 2018 • Other features: Glossary, Index, World Timeline, Personal Timeline, Quotes • Category: JUVENILE NONFICTION / Biography & Autobiography / Science & Technology**

Steve Wozniak grew up with an insatiable curiosity that his father, a programmer, helped fuel. After being accepted to the University of Colorado Boulder, Steve was quickly expelled for hacking into the college's computer system. He then got a job at Hewlett-Packard where he met Steve Jobs. Together, the two Steves created the Apple Computer company. Wozniak's job at Apple was to program the computers to be programmable, compact, and fast, which was no easy feat when most computers at the time filled a room. Woz, as his friends called him, single-handedly designed and programmed the hardware, circuit boards, and operating system for the Apple I.

**About the Authors:** Paul Freiberger is an award-winning writer whose work has been widely praised for its effectiveness and compassion. Paul won The Los Angeles Times Book Award as co-author of *Fuzzy Logic* (Simon & Schuster, 1994). Michael Swaine has been writing about technology full-time since he helped launch *Info World* in 1981. He lives in Oregon.

**Marketing:** Press Release • Author events • Television, radio, print and online interviews • Social media campaign





# All About Madam C. J. Walker

A'Lelia Bundles • Illustrator: Elizabeth Wells

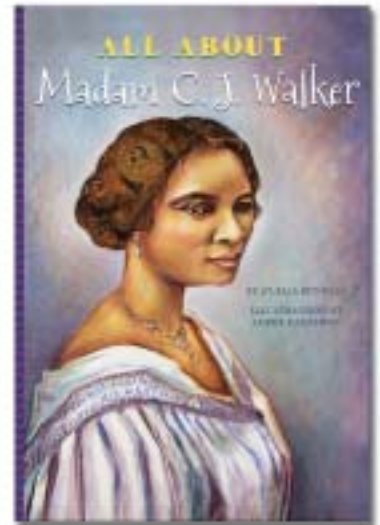
**BLUE RIVER PRESS • ISBN-13: 9781681570938 • Series: All About • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations: 60 B&W • Pages: 128 • Price: \$5.99 • Publication Date: January 1, 2018 • Other features: Glossary, Index, World Timeline, Personal Timeline, Quotes • Category: JUVENILE NONFICTION / Biography & Autobiography/Women**

Madam C. J. Walker was beloved within her community for her philanthropy and establishing the local YMCA, but she couldn't have done that if she wasn't the first female self-made millionaire and one of the most successful African American business owners ever.

Born Sarah Breedlove, she was the first person born free in her family. She married Charles Joseph Walker and became known as Madam C. J. Walker, the name she would later use on her haircare products.

**About the Author:** A'Lelia Bundles is a former network television executive and producer, who enjoyed a thirty-year career with ABC News and NBC News. She is the great-great-granddaughter of Madam C. J. Walker and lives in Washington, D. C.

**Marketing:** Press Release • Author events • Television, radio, print and online interviews • Social media campaign



# All About Stephen Hawking

Chris Edwards • Illustrator: Amber Calderon

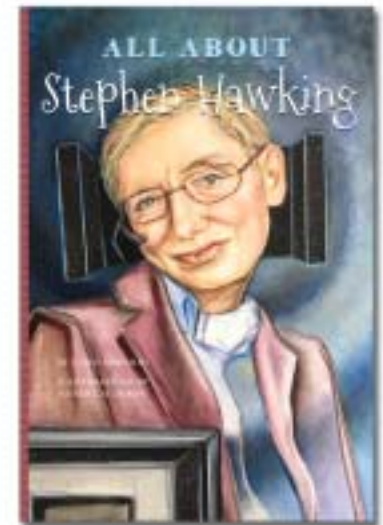
**BLUE RIVER PRESS • ISBN-13: 9781681570945 • Series: All About • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations: 60 B&W • Pages: 128 • Price: \$5.99 • Publication Date: January 1, 2018 • Other features: Glossary, Index, World Timeline, Personal Timeline, Quotes • Category: JUVENILE NONFICTION / Biography & Autobiography/Science & Technology**

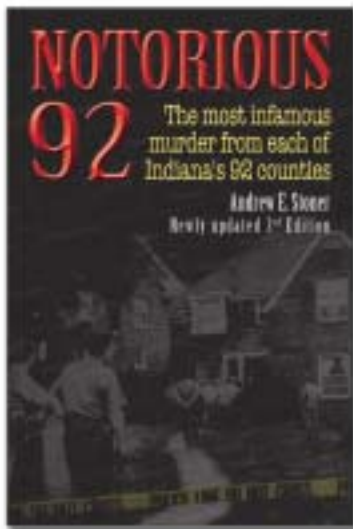
As an Oxford student, Stephen Hawking never expected that people across the world would know his name, or that his hobby of stargazing would lead him to be one of the world's greatest scientists. Stephen Hawking made cosmology, or the study of the universe, accessible to everyone.

He was diagnosed with amyotrophic lateral sclerosis at the age of twenty-one, but didn't let that stop him from receiving a graduate degree from Cambridge and going on to be an expert in the scientific origin of the universe and black holes.

**About the Author:** Chris Edwards, Ed. D., has had his scholarship and teaching methodology published in journals produced by both the National Council for History Education and the National Council for Social Studies. He proudly teaches world history and Advanced Placement world history at a public high school in Indiana.

**Marketing:** Press Release • Author events • Television, radio, print and online interviews • Social media campaign





# Notorious 92, 3<sup>rd</sup> Edition

## *The Most Infamous Murders from Each of Indiana's 92 Counties*

Andrew E. Stoner

**BLUE RIVER PRESS • ISBN-13: 9781681570259 • Format: Trade Paper • Trim: 6.00 x 9.00 • Pages: 512 • Price: \$19.99 • Publication Date: October 1, 2017 • Category: TRUE CRIME / Murder / General**

With almost one murder every day of the year in Indiana, violent crime is not a stranger to the Hoosier state and has not over-looked the heartland of America. And while Indiana is the nation's sixteenth largest state by population, it has often stolen national headlines with astonishing crimes that defy imagination. It seems it always has been so. *Notorious 92* looks back to crimes in each of the state's 92 counties as old as the nine-

teenth century to reveal a side of the state's history not taught in fourth grade history classes. From marital and financial problems to substance abuse and racial hostilities, generations of Hoosiers are linked by not only the lands they inhabit, but by the demons they face.

**About the Author:** Andrew E. Stoner, an Indiana native, writes on a variety of subjects from mass media, politics, history, true-crime, and popular culture. He is an assistant professor of public relations at California State University, Sacramento.

**Marketing:** Social media campaign • Author events • Press release • Television, radio, print and online interviews

# USA Freshwater Fishing Guide

Chad Foster • Illustrator: Trevor Hawkins

**AUSTRALIAN FISHING NETWORK • ISBN-13: 9781865133188 • Series: AFN Fishing Series • Format: Trade Paper • Trim: 6.00 x 9.00 • Illustrations: 187 Color • Pages: 144 • Price: \$14.95 • Publication Date: October 1, 2017 • Other Features: Index • Category: SPORTS & RECREATION / Fishing**

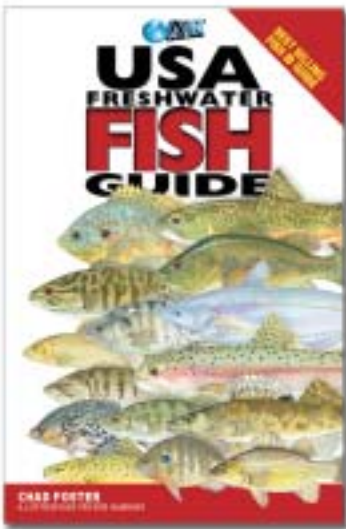
*USA Freshwater Fish Guide* is an invaluable reference for any freshwater angler wanting to identify their fish. It contains detailed descriptions and accurate illustrations of each fish as well as diagrams of the best rigs to catch them.

Easy to follow, this book provides information on the species that are regularly taken, including their identification and range and some helpful fishing information.

**About the Author:** Chad is an up and comer in the sport of bass fishing. He originally hails from the backwoods of Northern Minnesota where fishing and hunting consumed his every spare moment. He attended

Bemidji State University obtaining his Associate's degree in Business Management and his Bachelors in Professional Education. It's no wonder why he choose BSU as his school of choice, the area is littered with lakes. He now calls Saint Cloud, FL home where he is a fishing guide for Aquatic Headwater Adventures. Chad continues to work his way up in the Tournament realm. He has shown the ability to be extremely versatile with multiple wins and numerous angler of the year titles from Minnesota down to Florida. With the FLW Costa Series next on his agenda, be sure to follow him on Facebook and Instagram at Chad Foster Fishing while he shares his angling knowledge with the public.

**Marketing:** In-store posters • Reviews • Fishing magazines • Social media campaign



—NEW TO CARDINAL PUBLISHERS GROUP—

# The Art & Science of Beauty Therapy

*A Complete Guide for Beauty Specialists*

Jane Foulston

EMS PUBLISHING • ISBN-13: 9781903348383 • Format: Trade Paper • Trim: 7.9 x 10.20 •  
Photos: 100 Color • Pages: 312 • Price: \$34.95 • Publication Date: April 1, 2017 • Category:  
HEALTH & FITNESS / Beauty & Grooming

The Art & Science of Beauty Therapy is an indispensable reference for beauty therapists, providing up to the minute guidance for student Estheticians. Each treatment is explained using insights and practical advice from a team of industry experts, and the book clearly illustrates the personal qualities and professional skills that make a successful beauty specialist.

**About the Author:** Jane Foulston has worked in the beauty industry for over 30 years. She practiced as an esthetician before teaching in schools and colleges, and most recently was a director at an international specialist examinations body for beauty qualifications.

**Marketing:** Promotion to AACCS list of Esthetics and Cosmetology schools • Promotion through wholesaler catalogs



# Prostate Cancer

*A New Approach to Treatment and Healing*

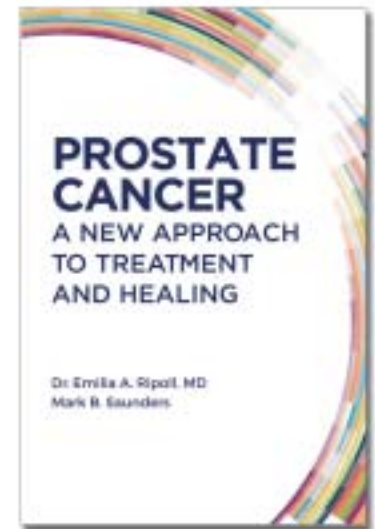
Emilia A. Ripoll, MD and Mark Saunders, MA

Vital Health Press, LLC • ISBN-13: 9780996256209 • Format: Trade Paper • Trim: 6 x 9 •  
Pages: 408 • Photos: 32, Line Drawings: 35, Tables: 123, Graphs: 5 • Price: \$18.95 •  
Publication Date: August 1, 2017 • Other features: Index, Glossary, Spouses Section,  
Digging Deeper, and Toolbox • Category: HEALTH & FITNESS / Diseases / Cancer /  
Men's Health

Written by a doctor-patient team, *Prostate Cancer* takes a “patient first” approach to delivering a manageable amount of information in each chapter, so readers don’t feel overwhelmed. This book presents state-of-the-art scientific data written in simple, everyday English in an easy-to-follow format — free from medical jargon or “doctor speak.” If readers can understand the sports section of their local newspaper, they can read and understand this book. Essentially, this is a picture book for adults — with “just the right mix” of pictures to paragraphs. Because the text was written in support of all the images, flow charts, tables, graphs, and diagrams — readers can capture 80% of the information presented in this book simply by looking at the pictures and reading the captions.

**About the Authors:** Dr. Emilia A. Ripoll, M.D. has been practicing urology and urologic oncology in the Denver metro area for more than 25 years. As an American Urological Association Foundation Scholar, Dr. Ripoll researched genetic predisposition and the role of proto-oncogenes in the development of prostate cancer. Mark B. Saunders is a writer, editor, publisher, public speaker, and 11-year cancer survivor based in Niwot, Colorado.

**Marketing:** Appearance on radio and TV shows • Presentations at bookstores, health clubs, natural food stores, and civic groups • Promotional campaigns on health-otb.com • Social media campaigns • Email campaigns



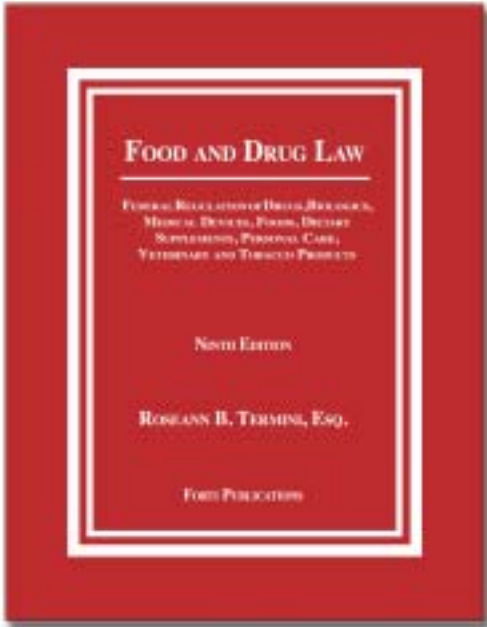
—NEW TO CARDINAL PUBLISHERS GROUP—

## Food and Drug Law

*Federal Regulation of Drugs, Biologics, Medical Devices, Foods, Dietary Supplements, Personal Care, Veterinary and Tobacco Products*

Roseann B. Termini, Esq.

**FORTI PUBLICATIONS • ISBN-13: 9780984356171 • Format: Trade Paper • Trim: 8.50 x 11.00 • Pages: 575 • Price: \$249.00 • Publication Date: June 1, 2017 • Other features: Detailed Table of Contents, Table of Selected Cases, Index Key Words • Category: LAW / Administrative Law & Regulatory Practice**



This food and drug law comprehensive book is organized for ease of reading in order to comprehend a complex area of federal regulatory law. There is a separate volume for each subject based on regulation under the United States Federal Food, Drug and Cosmetic Act (FDCA) and related laws all contained in this bound book. *Food and Drug Law* is organized into subject specific titled volumes with a concise introduction to provide a particular focus for the reader.

### **Praise for *Food and Drug Law***

“Food and Drug law has many audiences besides lawyers—health care personnel, doctors, nurses, regulatory, and CEO’s to name a few and the author writes in “Plain Language” for reader appeal.” ~ Thomas Mc Grath, M.D., J.D.

“This is an excellent up-to-date resource. It is used in my graduate school courses as well as in industry. Students keep it as a desk-top-reference.” ~ Thomas E. Colonna PhD/JD, Director Regulatory Science, Johns Hopkins University

“The author details the complexities into subject specific areas. She provides critical information using a practical approach so rare today!” ~ Albert Wertheimer, PhD. Prof. Nova Southeastern University

### **About the Author**

Roseann B. Termini, B.S., Ed. M., J.D. has extensive experience in food and drug law and is from the Philadelphia area in Pennsylvania. Throughout her legal experience, which spans over 30 years, and even prior to her law career she has pursued her food and drug law passion. Besides her extensive publications in this field, she spearheaded and directed the annual Food and Drug law symposium where she spoke as well. Ms. Termini’s speaking engagements, both national and international, focus on cutting edge topics.

### **Marketing**

- Author events
- Featured speaker
- Social media campaign

—NEW TO CARDINAL PUBLISHERS GROUP—

## Leaving Lila

William Baker

GALAXY-44 PUBLISHING • ISBN-13: 9781940018607 • Format: Trade Paper • Trim: 6 x 9 • Pages: 304 • Price: \$14.95 • Publication Date: June 2016 • Category: BIOGRAPHY & AUTOBIOGRAPHY / Personal Memoirs

William Baker was six years old in 1931 when his mother left him at an orphanage, promising to return for him when she was settled in a new home. But years passed, and she virtually vanished from his life. At age fifteen, Baker unceremoniously “graduated” to a boys’ home, where orphans were forced to do hard labor and sometimes abused. *Leaving Lila* is the true story of Baker’s escape from “The Home.” With his meager possessions stuffed into a Boy Scout knapsack, Baker lived by wits and determination, on the road in search of his mother and a better life.

Baker skillfully crafts a memoir that is moving, suspenseful, and sometimes shocking. From the rare perspective of a ninety-year-old who experienced America’s underbelly in the 1940s, *Leaving Lila* is a firsthand account of a frightened boy who escaped horror only to find more trouble. But along the way, he also found love in encounters so intense they were indelibly imprinted upon his memory.

**About the Author:** William Baker was born in 1925 somewhere in Virginia. An ex-soldier and professional orphan, Baker likes gin, cats, apples, and the poetry of William Butler Yeats. He lives in Lake Oswego, Oregon.

**Marketing:** Advertising campaign • Mass mailings • Author events



## One to the Wolves

*On the Trail of a Killer*

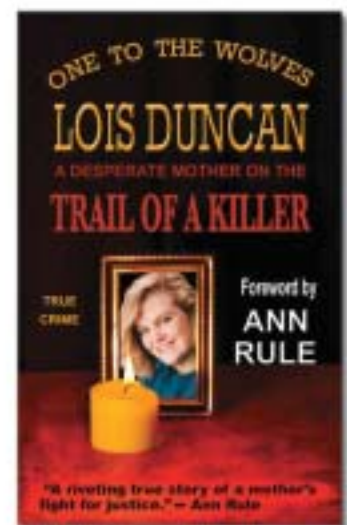
Lois Duncan • Foreword: Ann Rule

GALAXY-44 PUBLISHING • ISBN-13: 9781940018515 • Format: Trade Paper • Trim: 5.80 x 8.40 • Pages: 255 • Price: \$12.95 • Publication Date: July 15, 2013 • Category: TRUE CRIME

In 1992, Lois Duncan wrote a horror story she could never have imagined writing: *Who Killed My Daughter?*, a true account of the murder of her own daughter, Kaitlyn Arquette. Kait, 18, was shot to death as she drove home from a friend’s house on a Sunday evening in Albuquerque, New Mexico. This book is even more horrifying than its predecessor as new information poured in, the family ran for their lives, and their original suspicions turned out to be the tip of an iceberg so immense that Kait, herself, could not have known how dangerous the information was that she had been sitting on in order to protect a now-estranged boyfriend.

**About the Author:** Lois Duncan was born in Philadelphia, PA, and grew up in Sarasota, FL. She was the author of over 50 books, ranging from children’s picture books to poetry to adult non-fiction, but was best known for her young adult suspense novels.

**Marketing:** Advertising campaign • Mass mailings



# Best of the Backlist

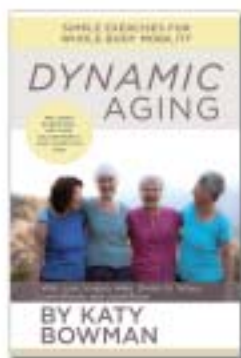
## Dynamic Aging

*Simple Exercises for Whole-Body Mobility*

Bowman, Allen, Wilgus, Faber and Woods

*Dynamic Aging* is an exercise guide to restoring movement, especially for healthy feet, better balance, and the activities of daily life. Biomechanist and movement teacher Katy Bowman shares exercises and habit modifications for varying fitness and mobility levels.

PR • \$12.95 • 120 pgs • 6x9 • ISBN-13: 9781943370115 • TP



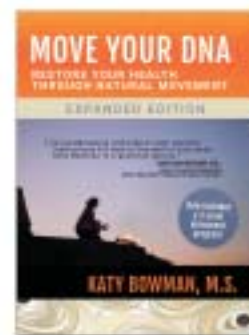
## Move Your DNA

*Restore Your Health Through Natural Movement, Expanded Edition*

Katy Bowman

In layperson-friendly terms, this book addresses the vast quantities of disease we are suffering from, identifying our lack of movement as the primary cause. Readers can use the corrective exercises and lifestyle changes to transition to healthy, naturally moving bodies.

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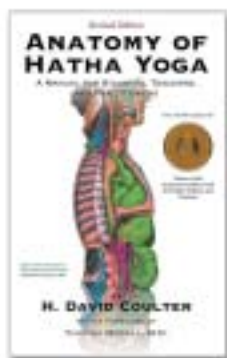
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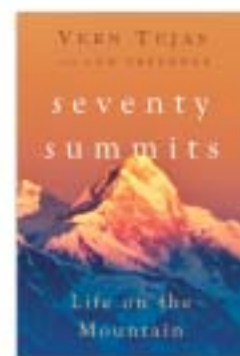
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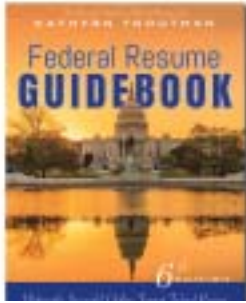
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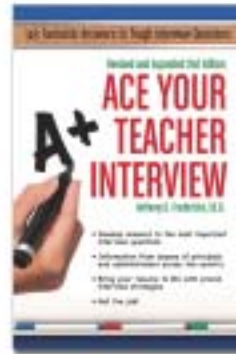


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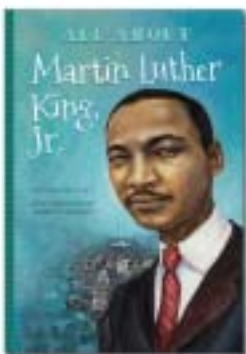


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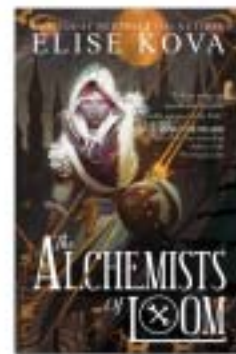


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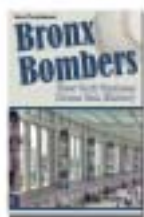
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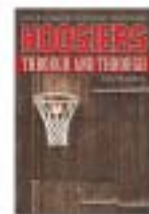
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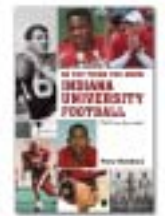
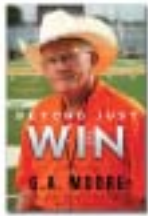
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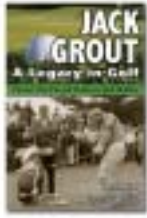
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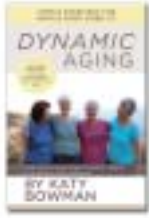


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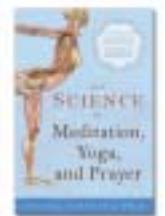
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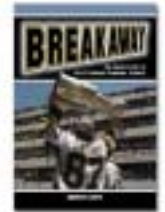
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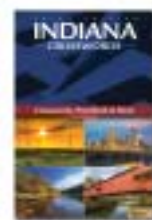
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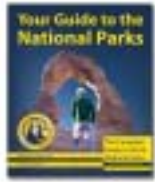
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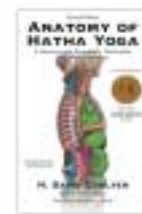
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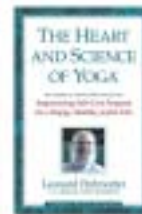
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