



# Cardinal Publishers Group Fall/Winter 2020 Catalog

Also available on Edelweiss:  
CPG Fall Winter 2020 – 2021

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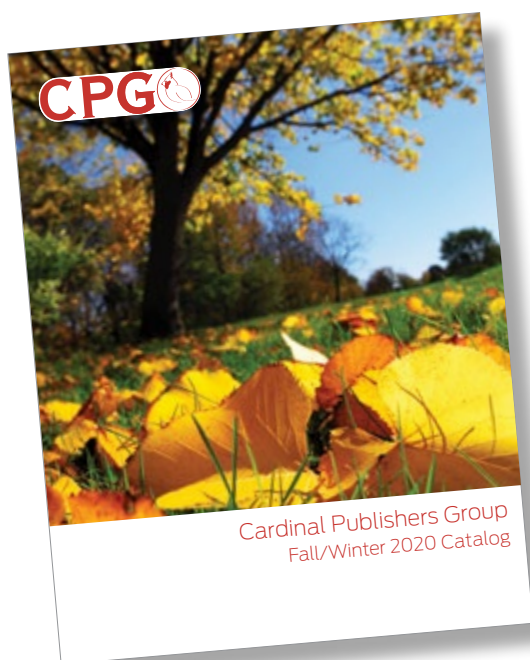
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Also available on Edelweiss:  
CPG Fall Winter 2020 – 2021

Or

Visit [Cardinalpub.com](http://Cardinalpub.com)  
homepage to download a PDF



January 2021

# Modernize Your Executive Job Search

Get Noticed ... Get Hired

Louise Kursmark and Jan Melnik (credentialed Master Resume Writers)

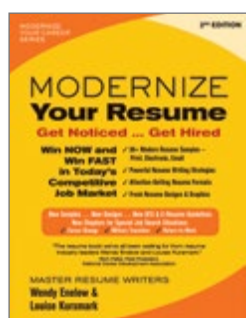
*Modernize Your Executive Job Search: Get Noticed ... Get Hired* is a clear and concrete guide to help senior executives advance to their next career opportunity. The book begins with a 4-week accelerated job-search plan comprising actionable steps that are rated according to ROI (return on investment) and provide an easy-to-follow blueprint for getting maximum results in minimum time. Key topics include powerful networking strategies and LinkedIn approaches, targeted search plans, VC/PE considerations, executive recruiters and retained search firms, interview preparation and performance, responses to posted openings, social media optimization, differentiated follow-up techniques, and much more.

Additional sections provide to-the-point advice and examples for writing powerful executive resumes, LinkedIn profiles, and other career documents. A separate chapter addresses specific challenges often faced by executive job seekers and provides expert recommendations for overcoming hurdles that might easily derail the search or cause ongoing issues and delays.

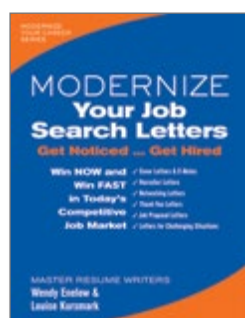
Strategies are designed to propel the careers of present-day C-suite executives, those targeting advancement to the highest leadership levels, rising/very senior-level executives, and candidates seeking opportunities to serve on boards of directors. A key section of the book contains 10+ case studies of successful executive job searches—along with all of the documents that these executives used to move on and move up in their careers. In addition to documents written by the authors, the book features contributions from a select group of credentialed, highly experienced writers who specialize in working with senior executives.

*Modernize Your Executive Job Search: Get Noticed ... Get Hired* is sharply focused and to the point. It tells executive job seekers everything they need to know and do—from identifying a goal to creating and executing a plan to landing a top position.

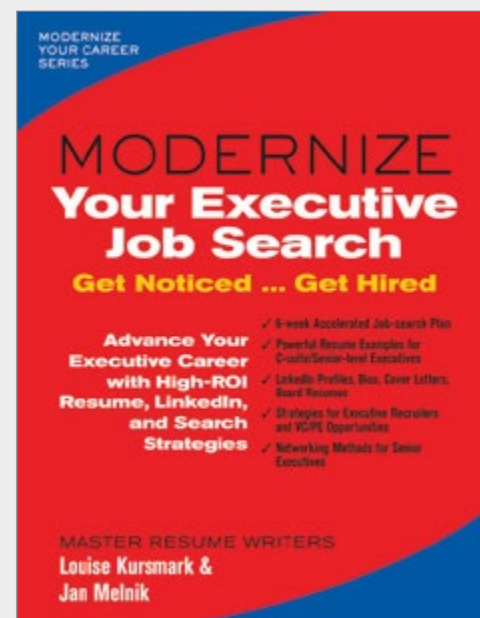
Also in the Modernize Your Career Series:



ISBN-13: 9780996680325



ISBN-13: 9780996680332



Emerald Career Publishing

\$18.95 • 220 pgs • 8.5 x 11

ISBN-13: 9780996680356 • TP

BUSINESS &amp; ECONOMICS / Careers / Resumes

80 pages of sample career documents

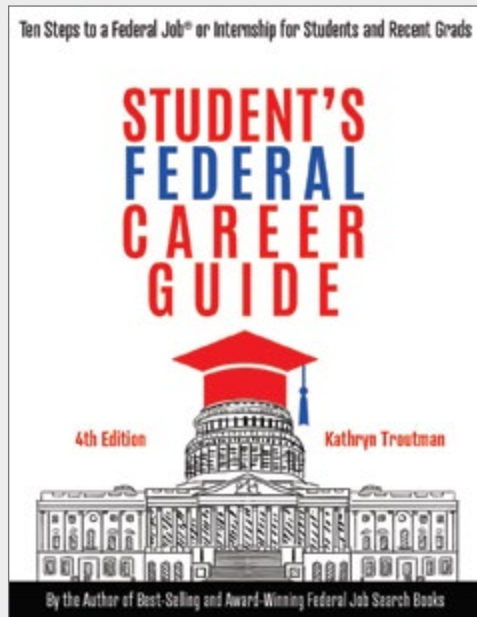
## About the Authors

Louise Kursmark is the author of more than 30 books on resume writing and career management, including two additional titles in the “*Modernize Your Career*” series. She co-founded Resume Writing Academy, the industry’s premier training organization, and Career Thought Leaders, a think tank for the now, the new, and the next in careers. Currently she serves executive clients through her private practice, Best Impression Career Services in Plymouth, Mass.

Jan Melnik is an original board member serving with Career Thought Leaders since 2009 and has written or contributed to more than 25 books in the career management field. She earned her master’s degree from Wesleyan University and holds two undergraduate degrees in business. She teaches communications at the University of South Florida and business at Bay Path University. She works with executive clients through her private practice, Absolute Advantage, in Siesta Key, Sarasota, Fla., and Portland, Conn.

## Marketing

- Multiple email marketing campaigns to 10K+ database career development professionals.
- Social media campaign on LinkedIn, Twitter, and business Facebook pages
- Marketing support and visibility from scores of industry-leading contacts-syndicated newspaper columnists
- Trade advertising in book and career industry publications



## The Resume Place

\$15.95 • 144 pgs • 8.5 x 11  
ISBN-13: 9781733407625 • TP  
CAREERS / Business / Government

## Index

40 2-Color Illustrations

June 2020

# Student's Federal Career Guide, 4E

## Ten Steps to a Federal Job® or Internship for Students and Recent Graduates

Kathryn Troutman • Illustrators: Brian Moore and Paulina Chen

The Federal Government is Hiring Students with the PATHWAYS Internship Program. Many new Federal jobs to support COVID-19 legislation and new career opportunities. It's important to know that the Student Federal Resume is longer than the average corporate resume. Average length is 2 to 3 pages for a new graduate! Learn how to navigate USAJOBS to land a stable career in Public Service.

- *Ten Steps to a Federal Job®* - each step is critical for success from the initial Direct Hire programs for students through to Negotiating your Student Loan repayment.
- Fully updated information on Pathways Internships for Recent Graduates and Students.
- Specialty Internship program information about Public Health, Cyber, Information Technology, Healthcare, Policy Analysis, Social Work, Program Analysis, Contracts, Accounting and Budget and MORE careers for new grads.
- 13 sample federal resumes for Bachelor and Masters level graduates and current students.
- Sample resume for veterans graduating with the GI-Bill – how to feature education and translate military experience into a government career.
- Tips on negotiating a higher STEP / salary for your first job in government + negotiating for partial repayment of your Student Loans for first-time applicants!
- Tips for applying correctly with USAJOBS, including the importance of your transcripts.
- Important tips for matching keywords and qualifications to your new graduate resume.

Now, more than ever, during and after the Pandemic, recent graduates will need a stable, dependable employer – the US Federal government is hiring and they WANT to hire new graduates. There is a CLIFF of retirements in government and the government is hiring. The jobs in the Federal government are dependable, most are telecommuting today. They did not lose their jobs. There are plenty of internships and Pathways programs for new graduates. Extreme hiring in Public Health, Cyber, Information Technology and any healthcare and veterans positions. With the Direct Hire Authority by congress, managers can hire students quickly. But the resume MUST match the qualifications on the announcement.

The federal resume is unique, longer than typical private sector. This is critical information to navigate a federal career and begin as an internship and change to a permanent position after a year or certain amount of time.

This book is CRITICAL for any new graduate would like a stable and valuable career in Public Service.

## Marketing

- National podcasts
- Social media campaign
- Email blasts
- Digital media advertising

## About the Author

Kathryn Troutman lives in Catonsville, MD and is the founder and president of The Resume Place, Inc., a service business located in Baltimore, MD. Resume Place specializing in writing and designing professional federal and private-sector resumes, as well as coaching and education in the federal hiring process. For the past 40 years, Troutman has managed her professional writing and consulting practice, publishing, and federal career training business. With her team of 20 Certified Federal Resume Writers, The Resume Place advises and writes more than 300 federal resumes per month for military, private industry, and federal clients world-wide.

October 2020

# Knowing Isn't Doing

## Build the Business and Life You Desire

Rod Santomassimo

**Turn the Chaos and Confusion Into Clarity and Confidence**

The initial excitement of starting a business for many independent contractors, solopreneurs and small business owners can quickly turn into a whirlwind of chaos and confusion.

Knowing Isn't Doing provides you with a roadmap that will turn the chaos to clarity and confusion to confidence. More importantly, it will the professional and personal margin you envisioned.

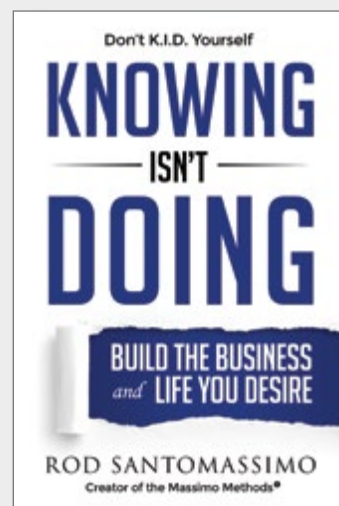
*Knowing Isn't Doing* provides you with a:

- 7-Step Sales Playbook that will show you how to consistently find and win more high-quality opportunities
- 3-Tiered Personal Marketing Plan that will allow you to differentiate yourself and ensure you remain top-of-mind with key market influencers
- 4-Part Blueprint for Navigating Opportunities in your pipeline and moving them to close
- 3-Key Elements of a Revenue-Focused Operations Plan allowing you to work less while continuing to create consistent cash flow
- Definitive, Proven Plan for leveraging your talents and enhancing your personal value along with building your own team, on a budget
- Comprehensive list of downloads and exercises that will enhance your proper implementation of the methods shared

*Knowing Isn't Doing* provides you with everything you need to transform your business into a consistent income generator, affording you the opportunity to achieve the personal life you desire.

*"Knowing Isn't Doing is a comprehensive flight plan for navigating the challenges of building a profitable business in a constantly changing world. Every entrepreneur should read this book and leverage its powerful tools and exercises. It truly is a game changer."*

—Lt Col Waldo Waldman, author of the *New York Times* and *Wall Street Journal* Bestseller *Never Fly Solo*.



Domus Publishing

\$24.99 • 210 pgs • 6 x 9  
ISBN-13: 9780983834939 • HC  
BUSINESS & ECONOMICS

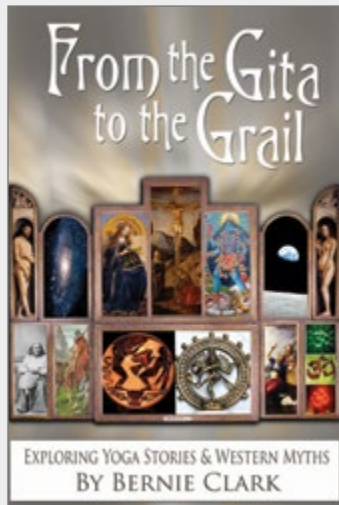
20 B&W Illustrations

## About the Author

Rod Santomassimo is a best-selling author, speaker and consultant. He is also the founder of the Massimo Group. The mission of Massimo Group is to assist independent contractors, solopreneurs and small business owners in transforming their business and, ultimately, their lives. During his 35+-year professional career, Rod has been an IT Consultant, COO of a public telecom firm, CFO of a regional law firm, and senior executive of an international commercial real estate firm. He has also started his own brokerage firm, college lacrosse recruiting company, and is a patented inventor. Through these trials and tribulations, Rod developed the Massimo Methods™. This are the same methods that Rod implemented to create a multi-million dollar coaching business as well as allow his Massimo Group clients to accelerate their own success.

## Marketing

- National podcasts
- Social media campaign
- Email blasts
- Digital media advertising



Blue River Press

\$24.99 • 516 pgs • 6 x 9

ISBN-13: 9781681571850 • TP

RELIGION / Eastern

16 B&W Illustrations

January 2021

## Gita to the Grail

Exploring Yoga Stories and Western Myths

Bernie Clark

What is the meaning of Shiva dancing on a dwarf named Avidya? Why does Vishnu sleep upon an endless snake? To what did the Buddha awaken? What do we mean by soul? The practice of Yoga has become quite common and popular in the West; however, the stories of Yoga are still strange to Western ears. What do these ancient symbols mean, what are they trying to teach us, and how should we incorporate the knowledge skillfully into our Western lifestyle? By looking at the myths of Yoga along with the stories that have influenced Western culture, we are presented with opportunities to select the best of both worlds, and create new maps to help guide us through the uncertainties of modern living.

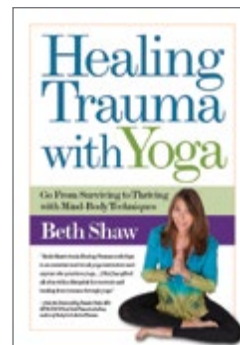
Stories are fun! Important stories guide us and educate us; they create mental models which work at an unconscious level to help us navigate through our modern society and govern our reactions to the ups-and-downs of life; they provide meaning and purpose for our life; and our stories entertain and entrance us. In this book, Bernie Clark looks at the spiritual stories found in the West that create a base map for our lives and then looks at the stories found in the East to see how they could improve our base maps. The stories offered are mix of light-hearted and enjoyable, and deep and profound.

The importance of stories East and West are illustrated through the model proposed by the great 20<sup>th</sup> century mythologist, Joseph Campbell: myths, or stories, serve four great functions — the mystical, the cosmological, the sociological and the psychological function. The stories chosen illustrate these four functions of mythology and show how we can take these stories into ourselves to create a deeper experience of life.

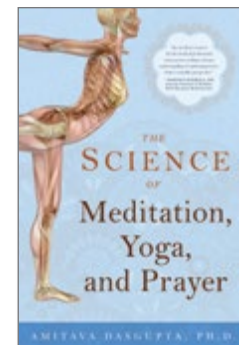
*"You may find that, with a proper introduction, mythology will catch you."*

— Joseph Campbell: *The Power of Myth*

## Other books from Blue River Press



ISBN-13: 9781681577777



ISBN-13: 9781681570211

## Marketing

- National Print Campaign targeting yoga, body and mind, and literary periodicals
- Online Publicity through YinYoga.com
- Blog and Website Campaign
- YouTube Video Campaign

## About the Author

Bernie Clark has had a passion for science, spirituality and stories of mythology since his childhood days. He has a degree in science from the University of Waterloo, and spent over twenty-five years as a senior executive in the high tech/space industry. He has been investigating the path of meditation for over three decades and began teaching yoga and meditation in 1998. He is the author *The Complete GT Yin Yoga* 9781935952503 & *YinSight* 9780968766514, and the creator of the YinYoga.com website. He lives and teaches in Vancouver, Canada.



August 2020

# Vegan Foodporn

100 Easy and Delicious Recipes

Bianca Zapatka

The best-selling vegan cookbook in Germany in 2019, now in English!

"Wow, that's vegan?!" is the most common response to the photos posted by food blogger and Instagram star Bianca Zapatka.

Bianca's recipes are completely plant-based and anything but boring. Her creations are a feast for the eyes and taste so good that they appeal to vegans and meat-eaters alike. Whether it's vanilla pancakes with blueberry cream and white chocolate, burrito samosas with guacamole, tortellini with almond ricotta or chocolate peanut butter cake – in her extraordinary recipe book, Bianca reveals her 100 favourite dishes and shows how much fun vegan cooking can be.

With step-by-step pictures and practical tips and tricks, it's easy to follow the recipes and create your very own foodporn!



Lotus Publishing

\$24.99 • 272 pgs • 9.68 x 7.44  
ISBN-13: 9781913088132 • HC  
COOKING / Vegan

350 Color Photos

## About the Author

Bianca Zapatka is a writer, photographer, food stylist and recipe developer and has a food blog with over 527,000 followers on Instagram <https://www.instagram.com/biancazapatka/> and 38,000 followers in Pinterest with 8 million views per month. <https://biancazapatka.com/en/>

## Marketing

- Set to become one of the top vegan cookbooks of 2020.
- Over 50,000 copies sold in Germany since September 2019
- Author has over 500,000 Instagram followers
- According to Veganuary, around 250,000 people tried adopting a vegan diet in 2019 with more than a half of those maintaining the diet



Lotus Publishing

\$21.99 • 240 pgs • 7.4 x 9.7  
ISBN-13: 9781913088194 • TP  
COOKING / Vegan

350 Color Photos

November 2020

## Vegan & Easy

70 Amazingly Simple and Delicious Recipes

Bianca Zapatka

In her new recipe book, food blogger and Instagram star Bianca Zapatka shows you quick and easy ways to make fantastic vegan dishes that taste amazing and look great too. How about a creamy tomato soup with vegan cheese toasties, crunchy granola tartlets, a chocolate mousse torte or courgette and chickpea burgers? One thing's for sure – this book has something for everyone! With 70 new recipes, Bianca shows just how diverse vegan food can be, with a range of speedy makes and bakes that anyone can do. Plenty of step-by-step images and helpful tips make the recipes simple to follow at home. Never before has vegan cooking been so easy!

## Marketing

- Over 10,000 copies sold in Germany since April 2020
- Author has over 620,000 Instagram followers
- According to Veganuary, around 250,000 people tried adopting a vegan diet in 2019 with more than a half of those maintaining the diet
- Vegan and veggie books are the third most popular in the genre

## About the Author

Bianca Zapatka is a writer, photographer, food stylist and recipe developer and has a food blog with over 527,000 followers on Instagram <https://www.instagram.com/biancazapatka/> and 38,000 followers in Pinterest with 8 million views per month. <https://biancazapatka.com/en/>



September 2020

# Laura Theodore's Vegan-Ease

## An Easy Guide to Enjoying a Plant-Based Diet

Laura Theodore • Foreword by Victoria Moran

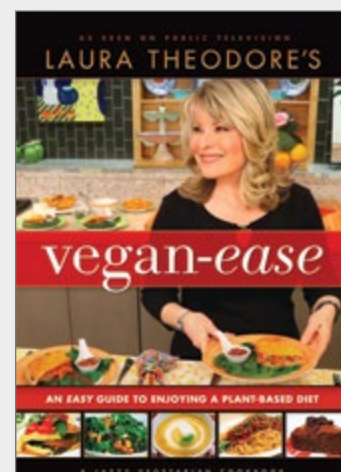
In this comprehensive cookbook, Laura Theodore, the award-winning host of public television's Jazzy Vegetarian, brings us full menu plans, shopping lists, and over 130 delicious, quick-and-easy vegan recipes, each complete with nutritional analysis. Enhanced by over 200 full-color photographs, each recipe is ranked with an Ease-Factor to make it easy to choose dishes that fit into any busy schedule. *Laura Theodore's Vegan-Ease* includes all you need to know to embrace cost-saving, healthy, and delicious plant-based meals for you and your family.

Highlights of *Laura Theodore's Vegan-Ease*:

- Large full-color photographs of recipes
- Comprehensive nutritional information for each recipe
- Expert nutritional guidance for vegans
- Ease-Factor ranking for each recipe helps you plan your meals to fit your schedule
- Colorful, well laid-out presentation and comprehensive index
- Many recipes with five ingredients or less
- Full chapter devoted to stress-free holiday recipes
- Twelve full menu plans for any occasion, featuring recipes from the book
- Basic shopping lists to help cut costs at the grocery store
- Helpful cooking and lifestyle tips throughout the book
- Recipes range from lighter fare to hearty and satisfying
- Two chapters devoted to healthy, easy-to-prepare desserts and sweet treats
- Foreword by Mainstreet Vegan author, Victoria Moran

*"Laura Theodore's Vegan-Ease is a fantastic resource for anyone who wants to eat delicious food and get healthy. If you think that nutrition, taste-factor, and ease can't all come in one package when it comes to food, this book will cause you to think again. Don't miss out on an opportunity to read and use this great book!"*

— Neal Barnard, M.D., President, Physicians Committee for Responsible Medicine



Jazzy Vegetarian LLC

\$24.95 • 272 pgs • 7 x 10  
ISBN-13: 9780996547529 • TP  
COOKING / Vegetarian & Vegan

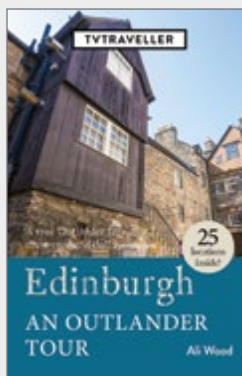
200 Color Photos

## About the Author

AMichael Schiavello grew up in Melbourne, Australia. After interning at state wide radio station Triple M, Michael began working as a sports journalist. Since then he has written for more than 50 publications worldwide, was the long-serving editor of *Blitz* Magazine, and the editor of *International Kickboxer* magazine until 2009, a feature writer for *Inside Sport* magazine, and was the youngest ever inductee to the Best Australian Sports Writing Awards. He has commented for AXS TV, K-1, Dream, Maximum Fighting Championship, *King of the Cage*, and *The Contender*, Asia. Michael has worked in US TV on AXS TV (40 million homes) for almost a decade and lived in Las Vegas for 7 years, hence his profile in the USA as he was on prime time TV there every Friday night for so long. Now Michael's show is broadcast in the USA on TNT — which is one of the largest networks in the USA.

## Marketing

- Author gets a 30 sec. ad at the end of her TV show running on PBS
- Author promotes on well followed social media



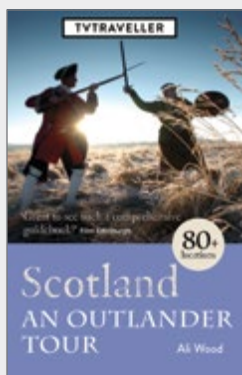
## Marketing

- Consumer press
- Travel and publishing trade press
- Libraries and retailers
- Social media
- Advertising

## TVTraveller

\$12.95 • 64 pgs • 5.5 x 8.5  
ISBN-13: 9781916263147 • TP  
TRAVEL / Europe / Great Britain

38 color images including some full-page bleeds, color maps, and a location table



## Marketing

- Consumer press
- Travel and publishing trade press
- Libraries and retailers
- Social media
- Advertising

## TV TRAVELLER

\$16.95 • 128 pgs • 5.5 x 8.5  
ISBN-13: 9781916263154 • TP  
TRAVEL / Europe / Great Britain

55 color images including some full-page bleeds, color map, and a location table

January 2021

## Edinburgh

### An Outlander Tour

Ali Wood

Whether you're an Outlander fan or just visiting Edinburgh, this self-guided tour of the Scottish capital takes you right back to the 18th century, revealing the stunning locations from the hit TV series. Visit Jamie's print-shop, the brothel where he lives and the ballroom from the colonial party in Jamaica. Re-live scenes from Diana Gabaldon's novels whilst learning about the real-life characters whose stories are more dramatic than fiction. Did you know that Geillis Duncan was really accused of witchcraft? That Edinburgh's famous printer was a friend of Robert Burns, and Mrs Agnew—a drunken bundle of iniquity—was one of the prostitutes who worked at Jamie's brothel?

Visit the countryside of the Redcoat ambush, the stately home where Claire meets George Washington, and the country house that doubles as Lallybroch. Written by magazine journalist Ali Wood, Edinburgh an Outlander Tour paints a vivid and historical portrait of life in Jacobite Scotland and is a must-have companion for anyone visiting the city.

## About the Author

Ali Wood is a British magazine journalist, specializing in travel and leisure. She's travelled to over 35 countries and her passion for set-jetting has taken her across Europe, covering everything from *Game of Thrones* to *The Sound of Music*. She has also worked as an editor and publisher of an entertainment magazine. Combining the two—popular culture and travel—is the concept behind her new series of TVTraveller guides. Ali's work has appeared in a number of publications, including *Radio Times*, *Voyage*, *BBC Countryfile*, *BBC Wildlife*, *Country Life*, *Voyage* and *easyJet*.

January 2021

## Scotland

### An Outlander Tour

Ali Wood

*Scotland: An Outlander Tour* is a travel guide to the locations featured in the hit TV series and books of Diana Gabaldon. It sits in the market alongside other travel guides, and also as a companion to the *Outlander* series. The *Outlander* franchise was adapted for TV by Sony Pictures in 2014, with filming taking place in Scotland. The country's history, landscape and properties play a huge role in the storylines, and since the show aired, *Outlander* tourism has rocketed. Visitor numbers to the show's locations, such as Doune Castle and Culross Palace have doubled—and some even tripled—with over half of fans coming from the US, followed by Spain, Germany, France, and Italy.

Film tourism, or 'set-jetting' is a global phenomenon that's had a staggering impact on the travel industry in recent years. Based on the author's own travels and extensive research, this guidebook features over 80 locations used in *Outlander*. It includes three driving tours, and takes in grand castles, lonely lochs, vast glens, battlefields, country parks, medieval villages and more. Painstakingly compiled, it includes beautiful photography and is sure to appeal not only to the *Outlander* fanbase, but anyone visiting Scotland or has an interest in its turbulent Jacobite history.

## About the Traveller

TV Traveller specializes in travel guides linked to film, TV and book locations. Meaningful, experiential travel is at the heart of the TV Traveller books, which connect the reader with the real-life locations (and favorite scenes/ book passages) they're already deeply in love with. Importantly, the walking/ self-drive tours can be undertaken independently, and are fun for friends and family too – not just passionate fans! Future books in the works include: *Ireland a Game of Thrones Tour*, *England a Downton Abbey*, and *Cornwall a Poldark Tour*

February 2020

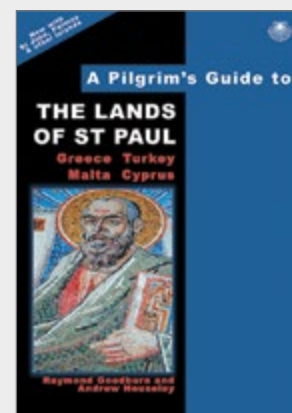
# A Pilgrim's Guide to the Lands of Saint Paul

Greece, Turkey, Malta, Cyprus

Raymond Goodburn &amp; Andrew Houseley

The new edition of the definitive guide to the countries visited by St Paul and his companions details all the places visited by St Paul on his three missionary journeys as well as his final journey towards Rome and death.

With new chapters on St John, Patmos, and other Greek islands, there are new maps, plans, photographs, and revised descriptions. Paul's Letters to the Seven Churches of the Revelation are explained along with descriptions of the sites. Places featured include: Turkey with Istanbul, ancient Macedonia, Delphi, Athens, Santorini, Crete, Malta, Cyprus, and more. The descriptions offer insights into fascinating lands and their layers of history, and reminders of the ancient world. These lands are rich in reminders of early Christian communities and the evangelical missions to establish them. This is an essential aid to prepare for a tour or a cruise.



## Marketing

- Publicity Plan
- Advertising
- Academic Promotion
- Web Promotion

## About the Authors

Ray Goodburn has led and organized tour groups for many years. He is an ordained pastor whose ministry enriched a series of parishes. In the years since, Ray has worked for a leading Christian tour operator. He put his considerable experience to good use as an author for this series.

Andrew Houseley founded Pilgrim Books with his father in 1997. Pilgrimage travel was not his first choice of career. He worked in human resources before unusually combining freelancing in human resources with pilgrimage publishing. A graduate of Lancaster University, England, Andrew is the author of *A Pilgrim's Guide to Fatima*.

## Pilgrim Book Services

\$19.95 • 128 pgs • 5.8 x 8.3

ISBN-13: 9780995561519 • TP

TRAVEL / Special Interest / Religious

58 full-color photos, maps, and plans

January 2020

# A Pilgrim's Guide to Oberammergau

and its Passion Play

Raymond Goodburn

A vital help for your Passion Play Oberammergau visit, this handy guide enables you to make the most of your time during your stay. It includes the historical background, traditions, and development of the Passion Play from 1634 to its relevance today, the organization and administration of the Play, and its impact on the village and the area. It looks behind the scenes to the wardrobe rooms and props, the stage, the history of the building, and the recent renovations and alterations. Meet the creative team behind the Play and the leading actors. A synopsis of the Play, including the sequence of the acts and scenes with the Old Testament Tableaux, is described. Suggestions on what to see in the village and the surrounding area include many of the places holidaymakers will visit en route to or from Oberammergau. The new expanded edition includes more of the Romantic Road, Munich, and the Austrian Tyrol.



## Marketing

- Publicity Plan
- Advertising
- Academic Promotion
- Web Promotion

## About the Author

Ray Goodburn has led and organized tour groups to Oberammergau and the Passion Play over many years. He is an ordained pastor who studied at Wesley House, Cambridge. Ray's ministry went on to enrich a series of parishes and he also worked as a teacher of religious education. In the years since, Ray has worked for a leading Christian tour operator – with experience of several countries. He put his considerable experience to good use as an author, the result being three more guides in this Series: *The Holy Land*; *the Lands of St Paul*; and *Rome and Assisi*. Ray lives in Nottinghamshire, England.

## Pilgrim Books

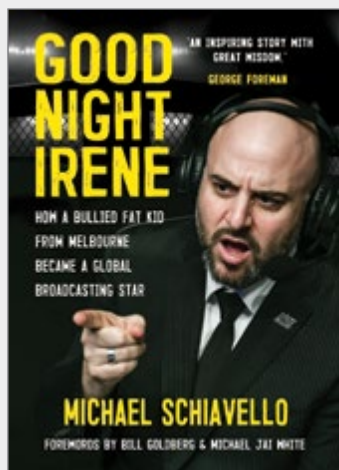
\$19.95 • 112 pgs • 5.8 x 8.3

ISBN-13: 9780995561540 • TP

TRAVEL / Germany / Travel / Religious/ Drama / Religious & Liturgical

37 color photos; 6 color maps





Bad Apple Press

\$22.99 • 256 pgs • 8 x 6  
ISBN-13: 9780648556930 • TP  
SPORTS / Memoir

October 2020

## Good Night Irene

How a bullied, fat kid from Melbourne became a global broadcasting star

Michael Schiavello • Foreword by Bill Goldberg

Introduction by Michael Jai White

This down-to-earth, funny memoir describes how a bullied fat kid from Melbourne evolved to become an award-winning, international television presenter and sports commentator. Michael Schiavello, the overweight son of an immigrant factory worker, was taunted and bullied at school and was told he'd never amount to anything. By his late teens he knew he only had two things going for him: his deep booming voice and a burning ambition to prove his critics wrong.

*Good Night Irene*, a catch cry Michael would become well known for as a commentator, describes how Michael became one of the most highly sought after sports broadcasters on US cable networks, and relates many interesting stories about the people and celebrities he met along the way, including a gun-toting Steven Seagal, Jean-Claude Van Damme, Diego Maradona, Hulk Hogan, George Foreman, Sugar Ray Leonard, Stone Cold Steve Austin, Wasim Akram, Dana White, Cathy Freeman and more.

While pulling back the veil of sports commentary and peeking into the lives of some of the world's biggest celebrities, *Good Night Irene* also serves to inspire the uninspired and give hope and courage to those who struggle with being bullied. This book is proof that anyone with a dream, and the passion and devotion to work hard, can achieve that dream. Inspiring, moving and entertaining.

### Advertising and Socials

We will be combining paid advertising across digital platforms, YouTube, Google Adwords and Facebook/Instagram ads with endorsements and influencer endorsements leveraging the authors celebrity friends and colleagues through channels such as twitter and Instagram.

- Michael Schiavello (author)  
26.6K Twitter Followers
- Jim Ross - book endorsee  
1.7M twitter followers  
255K Instagram followers
- George Foreman - book endorsee  
181.9M Twitter followers  
85.2K Instagram followers
- One Championship Network - followers  
1.1M Twitter followers  
4.3M Instagram followers
- Michael Jai White – Book Foreword  
444.6K Twitter followers  
1.9M Instagram followers
- Meisha Tate  
843K Twitter followers  
2M Instagram followers
- Joe Rogan  
5.7M Twitter followers  
8.4 Instagram followers

## Marketing

- Podcasts from authors media and sporting contacts
- Author tour at MMA venues where the author is a host or commentator.
- Audio visuals /interviews to be created by Bad Apple Press and One Championship and shared on all social network platforms.

## About the Author

AMichael Schiavello grew up in Melbourne, Australia. After interning at state wide radio station Triple M, Michael began working as a sports journalist. Since then he has written for more than 50 publications worldwide, was the long-serving editor of *Blitz* Magazine, and the editor of *International Kickboxer* magazine until 2009, a feature writer for *Inside Sport* magazine, and was the youngest ever inductee to the Best Australian Sports Writing Awards. He has commented for AXS TV, K-1, Dream, Maximum Fighting Championship, *King of the Cage*, and *The Contender*, Asia. Michael has worked in US TV on AXS TV (40 million homes) for almost a decade and lived in Las Vegas for 7 years, hence his profile in the USA as he was on prime time TV there every Friday night for so long. Now Michael's show is broadcast in the USA on TNT — which is one of the largest networks in the USA.

October 2020

# A Practical Guide to Kinesiology Taping For Injury Prevention and Common Medical Conditions, 2E

John Gibbons

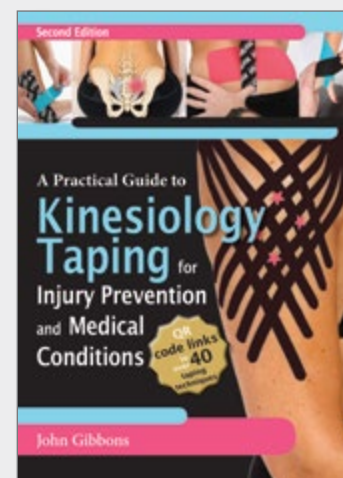
This book is a must for any athletic trainer, physical therapist, and athlete involved in the treatment of patients, athletes, or indeed anyone who may present with any type of sports-related injury or common medical condition. This new edition offers self-help techniques to allow the patient to self-treat, where appropriate.

The author guides you, step by step, through the entire process of taping by first marking an area of dysfunction, then preparing and cutting tape, followed by application with variants for specific problems. This book highlights over '60' specific areas of pain that are identified through individual artistic illustrations that have actually been drawn onto the body, and includes over 40 QR codes to YouTube of practical demonstrations of the key techniques.



## About the Author

John Gibbons is a registered osteopath, author and lecturer. He specialises in the assessment, treatment, and rehabilitation of sports injuries and supports over 75 sports teams in his busy clinic at the prestigious University of Oxford, as well as teaching to physical therapists throughout internationally. Gibbons is also the author of *A Practical Guide to Kinesiology Taping*, *Muscle Energy Techniques*, *The Vital Glutes*, *Functional Anatomy of the Pelvis and the Sacroiliac Joint*, and *The Vital Shoulder Complex*.



Lotus Publishing

\$19.95 • 104 pgs • 9.5 × 6.7  
 ISBN-13: 9781913088064 • TP  
 SPORTS & RECREATION / Training  
 MEDICAL / Allied Health Services /  
 Physical Therapy

300 Color Photographs

## Marketing

- Over 40 QR codes added linking to YouTube clips of techniques
- First edition sold 10,000 copies worldwide
- Author's YouTube channel has had over 20 million hits
- More compact, pocket-sized format allows book to be used in the field



Wind Grass Hill Books

Series: *Caroline Case Mysteries*

\$29.99 • 320 pgs • 6.x 9

ISBN-13: 9780983575467 • HC

FICTION / Mystery & Detective / Historical

October 2020

## The Blind Pig Murders

A Caroline Case Mystery

Frank L. Gertcher

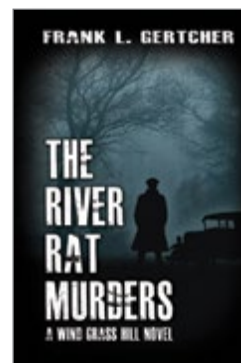
The year is 1928 and Prohibition is the law of the land. Caroline Case, who we first met in 2019's *The River Rat Murders* is now a wealthy, full-fledged private detective in Chicago. With her partner Hannibal Jones, she visits upscale yet scandalous salons near Lakeshore Drive and prowls dangerous and dark underworld dens in sleazy, industrial neighborhoods. Booze, murders, kidnappings and daring rescues abound. Caroline and Hannibal employ the latest tools of forensic science to solve murders and bring the culprits to justice, legal and otherwise.

Although, fiction, Caroline's story rings true to the fascinating history and colorful characters who lived, loved and died in the "murder capital of the world" during the heyday of Al Capone, speakeasies and Chicago-style jazz.

### Other books from Wind Grass Hill Books



ISBN-13: 9780983575429



ISBN-13: 9780983575443

### Marketing

Frank plans to continue touring the United States for weekly book signings in every state. He has so far visited more than half the continental U.S. with his travels and has no plans to slow down. All events are announced via his facebook pages and through the bookstores he has coordinated with. Appropriate advertising and book reviews are scheduled.

### About the Author

Frank Gertcher was born in Clinton, Indiana near the Wabash River and raised on a farm south of Terre Haute in Sullivan County. During his working career (1961-2006), he applied his four degrees in science, engineering and economics. In 1984, he retired from the U.S. Air Force with 23 years of service. In 2006, he retired as a contract Senior Scientist with Northrop Grumman. During the period 1982-2006, On September 1, 2018, he published a stand-alone novel titled *The Dark Cabin Murders*. He then published the first book in the Caroline Case mystery series, *The River Rat Murders*, in 2019. He now lives in the Shell Point retirement community in Florida.



October 2020

# Michigan Crosswords, 2E

## Crosswords, Wordfinds, and More

Dale Ratermann and Lana Bandy

Puzzle fans across America have asked for more, so here it is: the second edition of *Michigan Crosswords*. This edition includes all new puzzles and trivia, plus more state history and fun facts than before. Puzzle topics include sports, government, big cities, rural hamlets, famous Michiganders, and more.

Test your knowledge of Michigan and the people and places who made it famous—from the home of the automotive industry to the Great Lakes to tulip festivals. Puzzles include crosswords, word searches, trivia, and more, and are appropriate for all ages. Whether you're a life-long resident of Michigan or just a curious tourist, this book will provide hours of enjoyment and entertainment and give the readers a fun, fact-filled look at the Great Lakes State.



Blue River Press

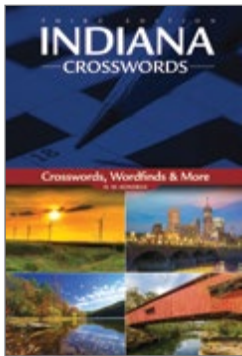
\$7.99 • 160 pgs • 6 x 9

ISBN-13: 9781681571409 • TP

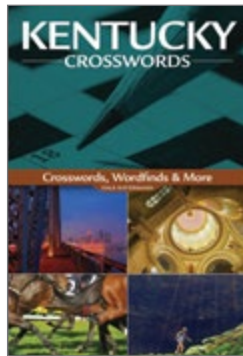
GAMES & ACTIVITIES / Crosswords / General

12 B&W photos

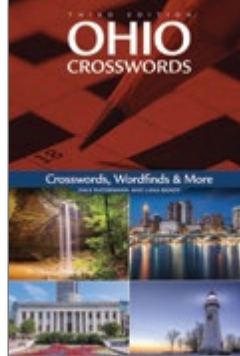
## Other books from Blue River Press



ISBN-13: 9781681570662



ISBN-13: 9781681570372



ISBN-13: 9781681570365

Also Available:

- Pennsylvania Crosswords, 9781935628200
- Alabama Crosswords, 9781935628217
- Colorado Crosswords, 9781935628224

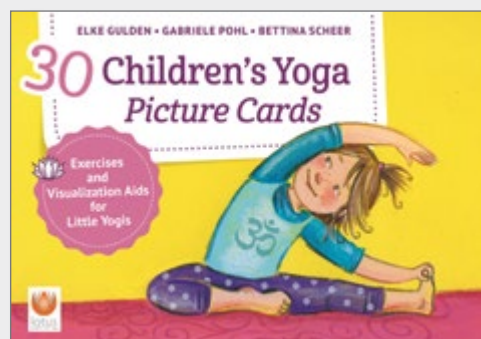
## About the Authors

Dale Ratermann has written 50+ total books on a variety of topics. He was the co-puzzle editor for seven newspapers in Indiana and the crossword puzzle constructor for a magazine in Florida. He spent 30+ years in sports marketing, including 20 years with the Indiana Pacers of the NBA.

Lana Bandy is a writer and editor with a diverse range of experience. She spent 20+ years working in marketing was the co-puzzle editor for a chain of seven weekly newspapers in Indiana and co-author of multiple puzzle/trivia books.

## Marketing

- Approach TV, radio and video personalities
- Social Media campaign
- Press Release to cities all over the US
- Approach local bookstores and school bookstores
- Connect with schools, universities, and youth clubs (B&G and YMCA)



Lotus Publishing

\$14.95 • 30 pgs • 8.5 x 5.9  
ISBN-13: 9781913088156 • Card Deck  
JUVENILE NONFICTION / Health & Daily  
Living / Mindfulness & Meditation  
30 Illustrations

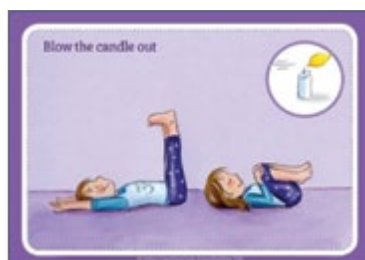
September 2020

## 30 CHILDREN'S YOGA PICTURE CARDS

Elke Gulden, Gabriele Pohl and Bettina Scheer

Yoga—child's play

Yoga offers parents, nursery and primary school instructors the ideal opportunity to integrate enjoyable physical activity and relaxation practices into the school day. In order to make it easier to deliver a child-friendly, creative, and relaxing yoga program, the 30 yoga picture cards with bite-size visualization aids are here to help.



Visualization aids on the back of each card add an imaginative element to each exercise!

The cards are divided into seven color-coded categories and ordered to lead the children from activation to relaxation, from easy warm-up sequences, through standing, hand-supported, seated, and floor poses, to the more dynamic counter-poses, and finishing with the relaxation exercises. Depending on time limitations, cards can of course be omitted from each category. Regardless of time limitations, each session should always include warm-up sequences at the start, some balancing poses in the middle, and relaxation exercises at the end.

## Marketing

- The best-selling children's yoga cards in Germany in 2019, selling 45,000 sets, and counting
- Yoga is increasingly being used in schools to promote relaxation, confidence and well-being
- The transportability of the cards allows the children to practice anywhere, in the home, yard, school, park, or on vacation

## About the Author

Elke Gulden is a dance teacher and state-certified gymnastics teacher. In her institute she offers advanced training in early musical education, creative children's dance and children's yoga. She has authored numerous books.

Gabriele Pohl is a pedagogue and child therapist with experience in experiential pedagogy, theater pedagogy and as a further educator. She works in the Kaspar Hauser Institute for Healing Pedagogy, Art & Psychotherapy.

Bettina Scheer, who studied elementary school education, provides further training for educators on developing senses and holistic early musical education.

January 2019

# All About the Brontë Sisters

Carolyn Burns Bass • Illustrator: Colleen Deignan

The Brontë Sisters grew up on the moors of England, running through the open landscape and filling it with people and stories from their imaginations. The three Victorian Era authors gave rise to a new wave of female authors by publishing their popular books first under male pseudonyms, then using their real names when they became successes.

During lives marked by death, abandonment, and isolation, the three sisters kept each other company and formed a writing troupe that would create some of the most influential and memorable works of their time.

- Lexile measures and F&P levels
- Teacher's guides with games and puzzles available for download at [brpressbooks.com/all-about-teachers-guides/](http://brpressbooks.com/all-about-teachers-guides/)
- Book's text will be vetted by Brontë Society & Brontë Parsonage Museum, Haworth, Keighley, UK

*All About Amelia Earhart* is a gold medal winner of the  
IPBA Benjamin Franklin Juvenile Nonfiction Award

*All About Sir Edmund Hillary* is a winner of the  
IPBA Benjamin Franklin Juvenile 1–2 Color Design Award



Blue River Press

\$5.99 • 128 pgs • 5.31 x 7.63  
ISBN-13: 9781681570884 • TP  
JUVENILE NONFICTION / Biography &  
Autobiography / Literary

60 Black and White Illustrations

Glossary, Index, World Timeline, Personal  
Timeline, Quotes

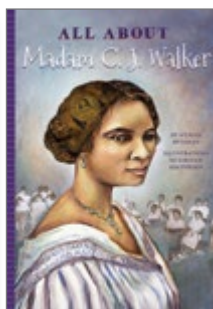
## Other All About books



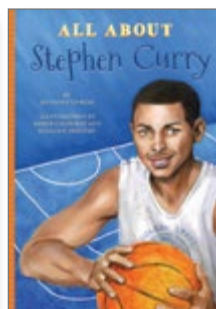
ISBN-13:  
9781681570860



ISBN-13:  
9781681571195



ISBN-13:  
9781681570938



ISBN-13:  
9781681571744

## About the Author

With a sword swallower as a father and a closet chanteuse for a mother, it's no wonder Carolyn Burns Bass became a writer. A longtime journalist for entertainment, travel and lifestyle media, Carolyn has blogged for The Huffington Post and covers the travel for Examiner.com. She's had short fiction published in The Rose & Thorn, Breath & Shadow, and MetroFiction e-zines. As a finalist for the 2013 Eric Hoffer Award, her short story "Sketches Past and Present" appears in the anthology, Best New Writing 2013. She has 1800 followers on Twitter and is the founder of #litchat.

## Marketing

- Press Release and review copies sent to education and consumer media covering literature, writers, and other artists
- Author events and book giveaways
- Promoted at library and educational conventions
- Television, radio, print and online interviews
- Social media campaign by publisher and author





Blue River Press

\$24.99 • 288 pgs • 6 x 9

ISBN-13: 9781681571874

Hardcover with Dust Jacket

PSYCHOLOGY / Creative Ability

10 B&W Illustrations

Index

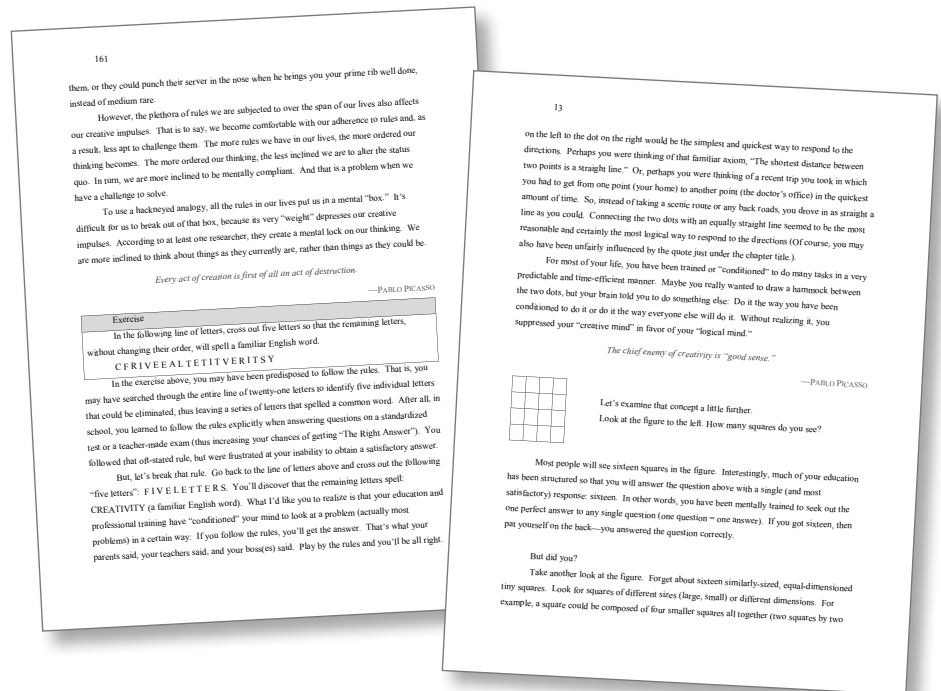
October 2020

## Fizzle

### The Hidden Forces Crushing Your Creativity

Anthony D. Fredericks

While there are hundreds of books on how to be more creative at work and home, *Fizzle* is the first book to explore the reasons why our creative spirit is in such short supply in the first place. *Fizzle* includes dynamic investigations that offer insights into the personal and societal barriers to creative expression. You'll discover how your teachers mis-educated you, why the right answer is usually wrong, and the "killer phrases" that often get in the way of creative thinking. Fredericks reveals what creative souls and dynamic thinkers already know, and shows how a knowledge of creativity barriers can help you create innovative and satisfying solutions in the workplace, your education, and your personal life! Entertaining, provocative, and fun, *Fizzle: The Hidden Forces That Crush Our Creativity* is not the usual compendium of creativity strategies, but rather a book that examines why creativity is often a challenge and how that knowledge can change your life and change your thinking forever!



## Marketing

- Press release with offer of a review copy
- YouTube videos on creativity
- Author appearances at bookstores, book fairs, and libraries

## About the Author

Anthony D. Fredericks, Ed.D. is a nationally recognized educator well known for his practical teacher materials and stimulating and engaging conference presentations. A retired professor of education from York College of Pennsylvania, he is an award-winning and best-selling author of more than 150 books, including teacher resource materials (*Guided Reading in Grades 3–6*), children's books (*Mountain Night*, *Mountain Day*; *The Tsunami Quilt*), and adult non-fiction titles (*The Secret Life of Clams*). His extensive background includes experience as a classroom teacher, reading specialist, professional storyteller, curriculum coordinator, educational consultant, and staff developer. He won the 2004 International Reading Association Teacher's Choice Award, the 2007 Bank Street College of Education Best Book of the Year, and 2008 World Storytelling Award.

October 2020

# Ace Your Teacher Resume

Insider Secrets That Get You Noticed,  
Revised and Expanded, 2E

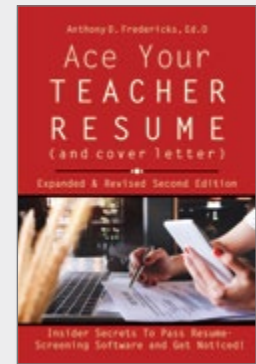
Anthony D. Fredericks, Ed.D.

In this captivating and highly practical book, (which builds on the success of the critically acclaimed *Ace Your Teacher Interview* 9781681570044) award-winning author and teacher, Anthony D. Fredericks offers real-world guidelines, fresh advice, and down-to-earth tips from numerous principals and superintendents around the country. Most important, he provides you with insider knowledge about what types of vocabulary and key words/phrases that school administrators look for.

Get past resume screening software and discover what's often missing from teacher resumes and what things to exclude from your resume. *Ace Your Teacher Resume (& Cover Letter)* gives you proven strategies, winning guidelines, along with scores of sample resumes and cover letters. Also included are step-by-step writing instructions that help you rise to the top of the applicant pool and give you a distinctive advantage over the competition — an advantage that can result in a permanent job offer and the career of your dreams. With this guide, you can create a dynamic resume, with a catching objective, and an incredible cover letter, all rooted in your own unique experiences and philosophy, and sure to impress any potential interviewer.

## About the Author

Anthony D. Fredericks, Ed.D. is a nationally recognized educator, and an award-winning and best-selling author of more than 150 books, including teacher resource materials *Guided Reading in Grades 3-6*, children's books *Mountain Night*, *Mountain Day*; *The Tsunami Quilt*, and adult nonfiction titles *The Complete Adjunct Professor*. His extensive background includes experience as a classroom teacher, reading specialist, professional storyteller, and curriculum coordinator. He lives in York, PA.



## Marketing

- Press Release to cities all over the US
- Author events and book signings
- Television, radio, print, and online interviews

Previous Edition ISBN: 9781681570204

Blue River Press

Ace Your Teacher Series

\$14.99 • 256 pgs • 6 x 9

ISBN-13: 9781681572000 • TP

BUSINESS & ECONOMICS / Careers / Resumes

October 2020

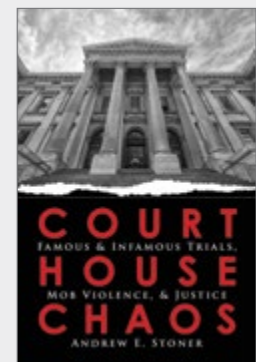
# Courthouse Chaos

Famous and Infamous Trials,  
Mob Violence, & Justice

Andrew E. Stoner, Ph.D.

What does the Manson Family have in common with professional wrestling, *Confidential*, and a fire-proof vault? They make up just a few of the stories featured in *Courthouse Chaos*. Joined by the KKK, *Hustler* magazine, the National Guard, and Lee Harvey Oswald, this book dives into the histories of courthouses all across the United States to reveal their most famous and infamous trials and instances of mob violence.

*Courthouse Chaos: Famous and Infamous Trials and Mob Justice & Violence* covers the most well-known of these cases in detail, offering true crime lovers their money's worth in local stories, well-researched facts, cutting insight, and unbiased conclusions. Broken into two sections, this book is the first in a series of true crime titles aimed at highlighting the deplorable and memorable events that have taken place in and around courthouses throughout the country.



## Marketing

- Press release with review copy offer
- Television, radio, print, and online interviews
- Book reviews
- Author appearances and book signings

## About the Author

Andrew E. Stoner is a native of Goshen, Indiana, and lived in Indianapolis for twenty-six years. He started writing as a boy by teaching himself to type on an old Underwood manual typewriter. A journalist by training, his writing has been published in the *South Bend Tribune*, *Goshen News*, *Indianapolis Star*, *Indianapolis Recorder*, *Sports Illustrated* and *Colliers Worldbook Encyclopedia*. He holds a bachelor's degree in journalism from Franklin College of Indiana and a master's degree in journalism from Ball State University. He completed his Ph.D. in public communication and technology at Colorado State University, and is currently an instructor at Sacramento State College in California.

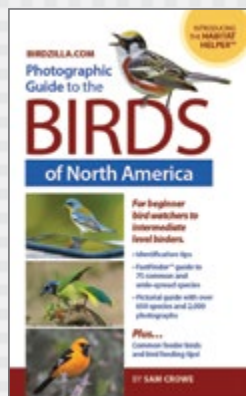
Blue River Press

\$16.99 • 224 pgs • 5.5 x 8.5

ISBN-13: 9781681571768 • TP

TRUE CRIME / Historical

24 B&W photos



## Photographic Guide to the Birds of North America

Sam Crowe

The Birdzilla.com field guide has been carefully designed for the beginner to intermediate level birder; and for those who want to feed and attract birds in their own backyard. The guide includes descriptions, range maps and photographs for 650 bird species. Birds are placed in one of four habitat groups. Color bars on the top and bottom of the profiles aid in locating a particular species.

BZ • \$24.95 • 416 pgs • 5.5 x 8.5 • ISBN-13: 9780578611402 • TP



## Your Guide to the National Parks, 2E

Michael Joseph Oswald

*"This gem of a travel guide is one of the most comprehensive and well-crafted books of its genre on the market."*

—ForeWord Reviews

*"Oswald provides an amazing, almost overwhelming, amount of data on each place. . . . a timely and useful reference."*

—Library Journal

SR • \$25.00 • 704 pgs • 7.5 x 9 • SBN-13: 9781621280675 • TP



## National Parks Conservatory Association

A Century of Impact

Tom McCarthy, Whit Stiles

From its founding by the same visionaries who created the National Park Service itself, the National Parks Conservation Association has been the independent, non-partisan

protector of America's favorite places. This book presents this admirable legacy through richly illustrated tales of an impassioned organization in action — fighting off threats to park lands, water, air and wildlife, and advocating for a park system that tells a more complete American story.

NP • \$49.95 • 192 pgs • 11.5 x 11.5 • ISBN-13: 9781733930406 • HC



## Lost Guides—Tokyo & Beyond

A Unique, Stylish and Offbeat Travel Guide to Tokyo and Places Easily Reached From the City

Anna Chittenden

This travel guide aims to help even the most seasoned of traveler to unlock the mystery and magic of Japan. Starting with the capital

city Tokyo, the book shows the reader where the best neighborhoods are to feel like a local, with recommendations on affordable sushi spots to cool coffee stands, flea market selling vintage kimonos to secret open-air sentos to bath in after a long day.

LO • \$24.99 • 230pgs • 5.90 x 8.26 • ISBN-13: 9789811405389 • TP



## Key West and the Lower Keys, 2E

Karuna Eberl & Steve Alberts

•Winner Best Travel Book – American Book Fest

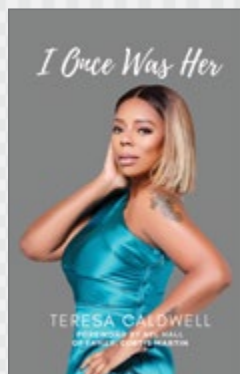
•Finalist Best Interior Graphic Design

•Winner Excellence in Craft, Florida Outdoor Writers Association

A guide by locals set to the spirit of the Keys.

QT • \$19.95 • 288 pgs • 5 x 8

ISBN-13: 9780998858920 • TP



## I Once Was Her

Teresa Caldwell

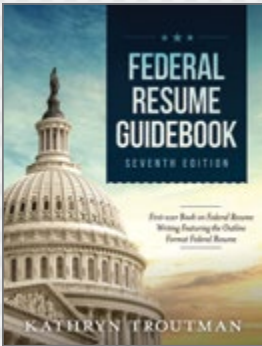
Entrepreneur and business mogul Teresa Caldwell, manager and mother to successful rap/movie entertainer Bow Wow, tells her story in this raw look into the dark side of her life. She tells the story of rejection, abandonment, and physical abuse.

Find hope through her journey of emotional and physical abuse. Learn to walk into your true identity, like a BOSS!

NM • \$25.99 • 164 pgs • 5.5 x 8.5

ISBN-13: 9781733772495 • HC





## Federal Resume Guidebook, 7E

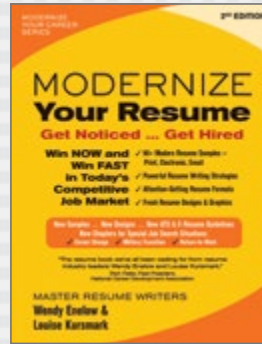
First-ever Book on Federal Resume Writing Featuring the Outline Format Federal Resume

Kathryn Troutman

Different from a private sector resume, this is the first ever book on federal resume writing and it is continually used as a text

inside of federal agencies in the government to teach resume writing to current federal employees.

KT • \$15.95 • 160 pgs • 8.5 x 11 • ISBN-13: 9781733407601 • TP

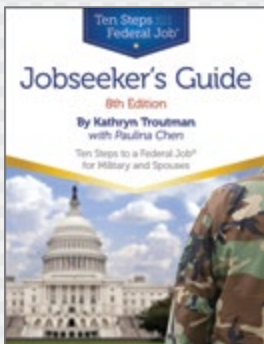


## Modernize Your Resume, 2E

Wendy Enelow & Louise Kursmark

Based on real-world trends and filled with 100 expert samples, this book demonstrates how to craft winning resumes for today's technology driven job market. Showcases 18 principles for writing tight, attractive, laser-focused resumes that resonate with hiring managers and rise to the top when electronically scanned. New chapters for return-to-work, career change, and military-to-civilian transition.

EE • \$18.95 • 240 pgs • 8.5 x 11 • ISBN-13: 9780996680325 • TP

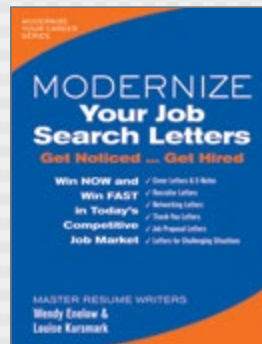


## Jobseeker Guide, 8E

Kathryn Troutman

This military / family-friendly publication contains: Fully updated information on special hiring programs for military members and spouses, updates with the latest federal hiring changes and initiatives, the latest salary and online builder information, and before and after resume samples.

KT • \$18.95 • 172 pgs • 8.5 x 11  
ISBN-13: 9780986142161 • TP

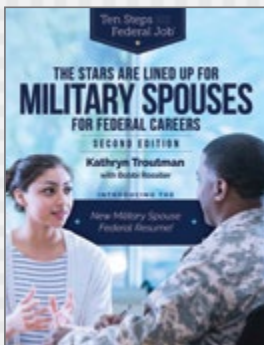


## Modernize Your Job Search Letters

Wendy Enelow & Louise Kursmark

100+ samples and expert guidance for writing all of the letters you'll need in your job search: cover letters, e-notes, recruiter letters, networking letters, referral letters, job proposal letters, thank you letters, and more. You'll also find letters for unique job search challenges - career change, military transition, return to work, and multiple jobs. Special section on letter formats, structures, and designs.

EE • \$18.95 • 192 pgs • 8.5 x 11 • ISBN-13: 9780996680332 • TP



## The Stars are Lined Up for Military Spouses for Federal Careers, 2E

Kathryn Troutman

*"This book is a federal career reference book for military spouses around the world. The unemployment rate for military spouses is HIGH. The spouses need quality careers. The US government is opening up hiring for*

*military spouses more than ever with EO 13473"*

— Military Spouse Preference.

KT • \$14.95 • 144 pgs • 8.5 x 11 • SBN-13: 9781733777902 • TP



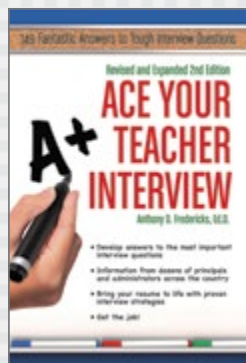
## Expert Resumes & Linked In Profiles for Managers & Executives, 4E

Wendy Enelow & Louise Kursmark

This book is written specifically to address the nuances of writing resumes and LinkedIn profiles for senior-level job search candidates. By following the writing strategies and actions demonstrated in

the 100+samples in this book, senior-level job seekers will become confident in communicating their brands, marketing their expertise, and moving their careers forward.

EE • \$ 18.95 • 278 pgs • 8.5 x 11 • ISBN-13: 9780996680363 • TP



## Ace Your Teacher Interview

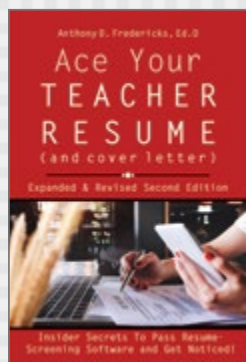
149 Fantastic Answers to Tough Interview Questions  
Revised and Expanded, 2E

Anthony D. Fredericks, Ed.D

This book provides you with inside information on preparing for interviews, various interview formats, and handling tricky questions. Discover inside information on what makes you stand out as a candidate. In a witty and

informative manner, Fredericks generously shares the time-tested strategies that will get you hired.

BD • \$12.99 • 282 pgs • 6 x 9 • ISBN-13: 9781681570044 • TP



## Ace Your Teacher Resume (and Cover Letter), 2E

Anthony D. Fredericks, Ed.D.

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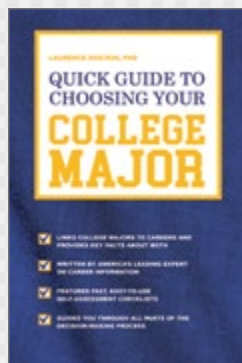
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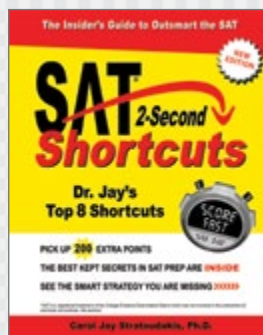
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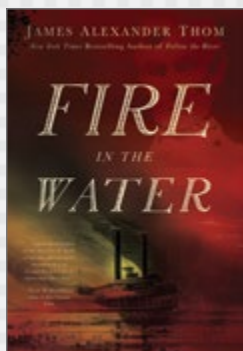
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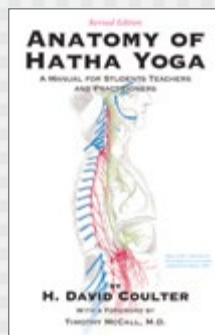
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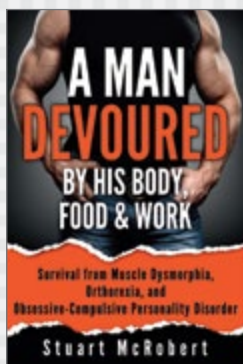


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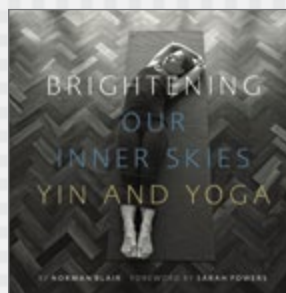
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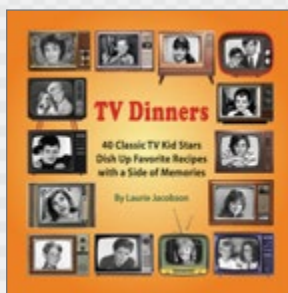
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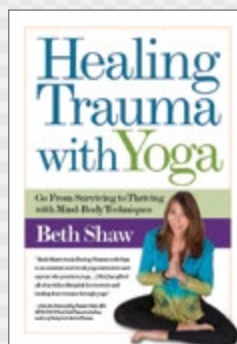
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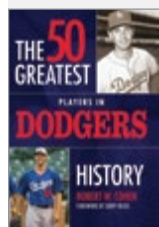
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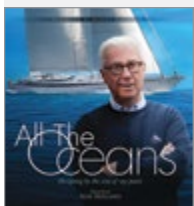
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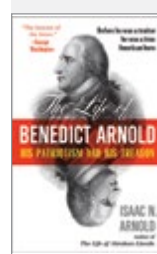
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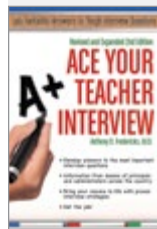
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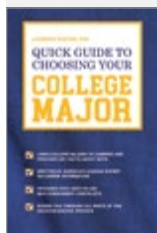
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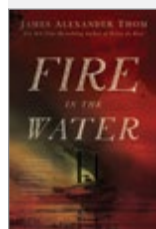
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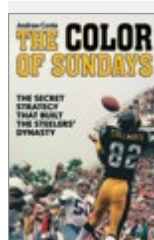
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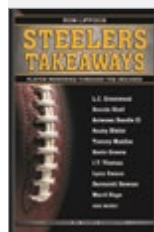
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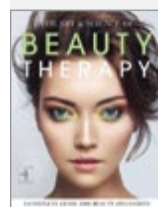
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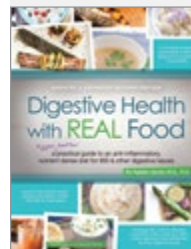
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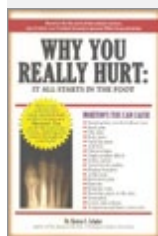
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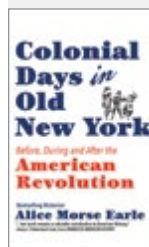
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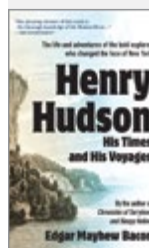
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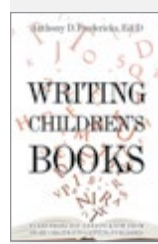
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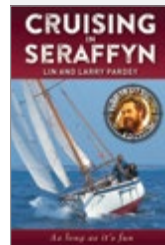
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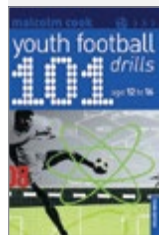


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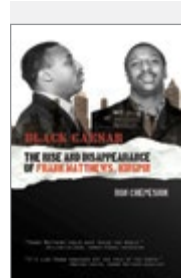
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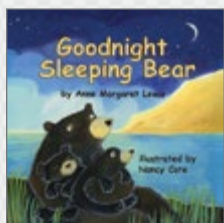
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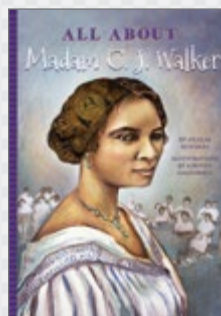
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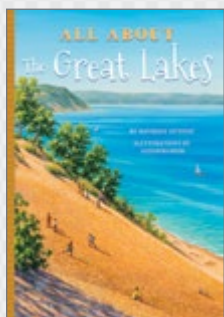


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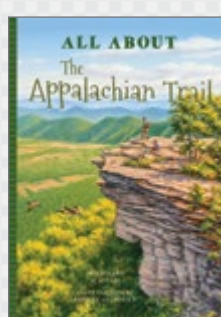


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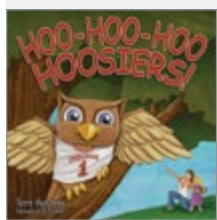
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