



Cardinal Publishers Group Spring/Summer 2021 Catalog

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CPG Spring Summer 2021

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Or

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homepage to download a PDF

June 2021 • Lotus Publishing

Simple Exercises to Stimulate the Vagus Nerve

An Illustrated Guide to Help Beat Stress, Depression, Anxiety, Pain and Digestive Problems

Lars Lienhard, Ulla Schmid-Fetzer with Dr. Eric Cobb

The vagus nerve is the most significant component of the 'rest and digest' parasympathetic nervous system and plays a key role in our health and wellbeing.

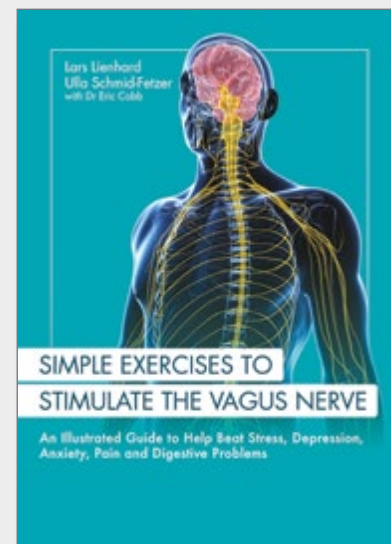
In a world where our lives and daily rhythms are becoming increasingly demanding, being able to implement effective techniques to downregulate our own stress levels is essential to maintaining a healthy mind and body.

Derived from the Latin 'vagus nervus' – meaning 'wandering nerve' – the vagus nerve is an information superhighway transmitting information between the brain and the heart, the gut, the immune system, and many organs. Backed up by the latest scientific research, this book will guide you through over 100 effective exercises that will naturally stimulate your vagus nerve and in turn help manage anxiety, depression, sleep and digestive disorders.

Better regulate your own stress response through vagus nerve stimulation and experience a greater zest for life!

These simple exercises work by improving the quality of stimulation the vagus nerve receives, enabling the brain to function with a greater level of predictability, safety and protection. It is this optimum level of sensory information-processing which provides a solid foundation for mental health, physical resilience and self-healing. Conversely, if this processing becomes disturbed it can lead to diminished physical, mental and emotional states that manifest in ways such as inflammation, digestive problems, anxiety, impaired immune response and sleep disturbances.

This is the first book to present the subject so comprehensively and in a way that is accessible to a general audience. Anyone can apply these powerful self-help techniques; explore a variety of balance, hearing, sight, breathing and touch exercises and experience for yourself the positive impact of vagal stimulation!



\$19.95 • 304 pgs • 7 x 9.5
ISBN-13: 9781913088170 • TP
Health and Fitness

200 B&W Photos

About the Author

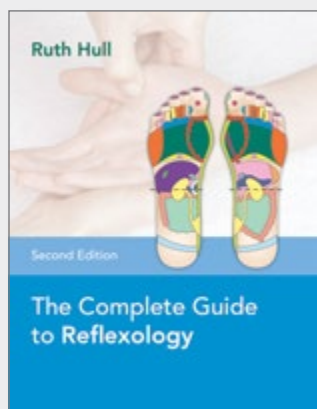
Lars Lienhard, sports scientist and former performance athlete, works as a trainer and consultant in high-performance sport. He has been training world-class athletes in a range of sporting disciplines for many years.

Ulla Schmid-Fetzer, author and former dance performance athlete, completed the Z-Health training course to become a neuroathletics trainer in record time and is now one of the few fully certified trainers in the whole of Europe.

Dr Eric Cobb, founder of Z-Health® Performance Solutions, is one of the world's leading experts in innovative, neurologically-focused rehabilitation and sports performance programs.

Marketing

- Publicity Plan
- Author Tour
- Advertising
- Academic Promotion
- Web Promotion



Marketing

- Publicity Plan
- Author Tour
- Advertising
- Academic Promotion
- Web Promotion

\$26.95 • 212 pgs • 9 x 11
ISBN-13: 9781913088118 • TP
MASSAGE / Reflexology

350 Color Illustrations and Photographs

January 2021 • Lotus Publishing

The Complete Guide to Reflexology, 2E

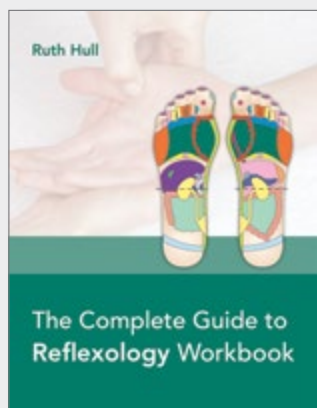
Ruth Hull

Written in a clear, no-nonsense style, this is the ideal textbook for students of reflexology up to levels 2 and 3. Designed for use both in the classroom and as a home study resource, it provides all the information necessary to meet or exceed the curriculum requirements of all the major awarding bodies.

Its benefits include:

- meets the current National Occupational Standards for reflexology;
- meets the standards required by all the main awarding bodies;
- suitable for Levels 2 and 3;
- outlines each body system, explaining how, when, and why to work the reflexes;
- includes chapters on hand reflexology and meridian therapy;
- comprehensive pathology of all body systems;
- detailed and accurate anatomical drawings;
- revision and multiple choice questions for each chapter;
- study outline at the end of each chapter;
- case studies;
- covers current theories and philosophies;
- explores other complementary therapies.

This book is the perfect complement to Ruth Hull's companion text, *The Complete Guide to Reflexology Workbook*, which guides students through a series of self-revision notes, exercises and mock exam papers all designed to encourage revision, understanding and confidence in practicing reflexology.



Marketing

- Publicity Plan
- Author Tour
- Advertising
- Academic Promotion
- Web Promotion

\$14.95 • 152 pgs • 9 x 11
ISBN-13: 9781913088149 • TP
MASSAGE / Reflexology

80 B&W Illustrations

January 2021 • Lotus Publishing

The Complete Guide to Reflexology Workbook

Ruth Hull

This workbook complements Ruth Hull's companion text, *The Complete Guide to Reflexology, Second Edition* but can also be used in conjunction with any other reflexology textbook, and is the perfect study and revision aid for anyone studying reflexology up to Level 3.

It can be used either in class or as a separate self-study resource, and contains:

- over 80 illustrations for the student to label or color;
- a section in which students are guided through developing their own revision and self-study notes that will help them both understand and memorize their work;
- a series of questions designed to inspire students to think about how they will practice once qualified;
- exercises that test the students' knowledge in different ways—coloring in and labeling diagrams, matching columns, filling in gaps, problem-solving exercises, cross words, word searches, and true/false exercises;
- mock exam papers—10 exam papers containing multiple choice questions which cover the entire reflexology syllabus.

About the Author

Dr Ruth Hull is an integrative health consultant and author who has been working in natural health since 1999 as a therapist, lecturer and writer. Born and educated in Zimbabwe, Ruth holds a degree in philosophy and literature as well as a master's degree in health and homoeopathy. She studied and practiced complementary therapies in London and worked as a homoeopathic doctor and lecturer in South Africa. Ruth now lives in Australia where she divides her time between writing her books, running integrative health workshops and being a mum.

January 2021 • Lotus Publishing

Anatomy, Physiology, and Pathology, 2E

For Therapists and Healthcare Professionals

Ruth Hull

Written in a clear, no-nonsense style, this is the ideal textbook for students of complementary therapy up to Levels 2 and 3, nursing, physical therapy, or those studying any course requiring a detailed knowledge of anatomy, physiology and pathology.

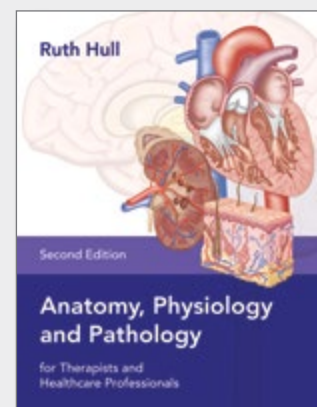
Designed for use both in the classroom and as a home study resource, it provides all the information necessary to meet or exceed the curriculum requirements of all the major international awarding bodies and incorporates many unique features not found in other texts.

This book is the perfect complement to Ruth Hull's companion text, *The Complete Guide to Reflexology Workbook*, which guides students through a series of self-revision notes, exercises and mock exam papers all designed to encourage revision, understanding and confidence in practicing reflexology.

Endorsed and reviewed by awarding bodies and professional associations and adopted by colleges worldwide.

This updated and expanded edition complements *Anatomy, Physiology and Pathology Coloring and Workbook for Therapists and Healthcare Professionals*, and:

- meets the standards required by all the main professional bodies for massage, aromatherapy, and reflexology;
- contains updated graphics and tables throughout to bring the book right up-to-date for today's student;
- features comprehensive muscle tables of origin, insertion, innervation, action;
- interspersed throughout with 'study tips', 'in the classroom', '...in a nutshell', 'did you know?' and 'info boxes';
- contains basic pathology of significant diseases and disorders;
- has a study outline, revision and multiple choice questions for each chapter.



Marketing

- Publicity Plan
- Author Tour
- Advertising
- Academic Promotion
- Web Promotion

\$29.95 • 440 pgs • 9 x 11
ISBN-13: 9781913088057 • TP
MEDICAL / Anatomy, Physiology

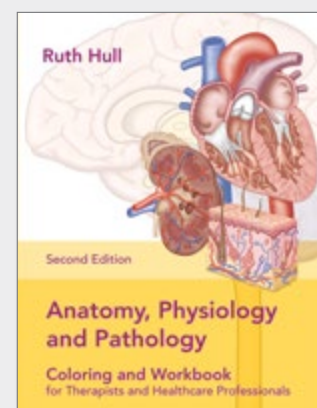
450 Color Illustrations and Photographs

April 2021 • Lotus Publishing

Anatomy, Physiology and Pathology Coloring and Workbook, 2E

Ruth Hull

This comprehensive coloring and workbook can be used in conjunction with any other anatomy and physiology textbook and covers all the body systems. It is the perfect study and revision aid for anyone studying a wide range of complementary therapies from aromatherapy, reflexology and massage to hair and beauty up to Level 3. It can be used either in class or as a separate self-study resource labeling diagrams, matching columns, filling in gaps, problem-solving exercises, cross words, word searches, true/false exercises, and un-jumbling words; vocabulary tests.



Marketing

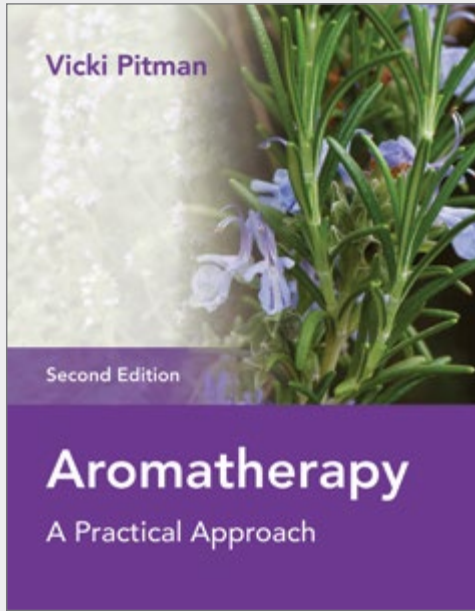
- Social media campaign
- Presentations at colleges, massages schools, reflexology schools, and related associations

\$19.99 • 328 pgs • 9 x 11
ISBN-13: 9781905367986 • TP
MEDICAL / Anatomy, Physiology

Includes answer section

About the Author

Dr. Ruth Hull is an integrative health consultant and author who has been working in natural health since 1999 as a therapist, lecturer and writer. Born and educated in Zimbabwe, Ruth holds a degree in philosophy and literature as well as a master's degree in health and homoeopathy. She studied and practiced complementary therapies in London and worked as a homoeopathic doctor and lecturer in South Africa. Ruth now lives in Australia.



\$29.95 • 336 pgs • 9 x 11
ISBN-13: 9781905367993 • TP
HEALTH & FITNESS / Aromatherapy
300 Color Illustrations and Photographs

March 2021 • Lotus Publishing

Aromatherapy, 2E

A Practical Approach

Vicki Pitman

This comprehensive guide to aromatherapy provides thorough coverage for students and is also an excellent reference for practitioners. It includes all the information required by students training on aromatherapy courses accredited to Level 4.

This book:

- contains revised and in-depth detail on the characteristics, chemistry, sourcing and safe application of essential oils
- covers the effects of odors on mind, body and emotions
- provides tutors with an ideal support text for any advanced-level aromatherapy course
- provides a clear focus on clinical and professional aromatherapy, making it suitable for all quality accredited aromatherapy courses
- contains color photography for each of the essential oils
- includes case histories providing true-life examples

Marketing

- Social media
- Reviews in National Association for Holistic Aromatherapy and Aromatic Studies
- Alliance of International Aromatherapists

About the Author

Vicki Pitman has over twenty years' experience of aromatherapy as a practitioner, tutor, lecturer, researcher, and therapist in hospice care. She is a member of the International Federation of Aromatherapists and also a qualified medical herbalist (F.URHP). She gained an M. Phil. in Complementary Health Studies from Exeter University and has authored several books and articles on herbal medicine, the history of traditional medicine, reflexology, as well as aromatherapy.

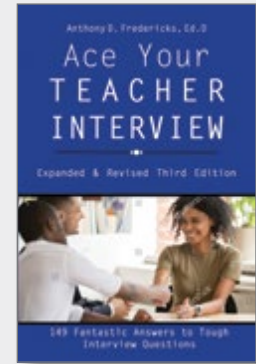
May 2021 • Blue River Press

Ace Your Teacher Interview: Revised and Expanded 3E

149 Fantastic Answers to
Tough Interview Questions

Anthony D. Fredericks, E.d.D

Dr. Anthony D. Fredericks has participated in numerous interviews from both sides of the desk. In *Ace Your Teacher Interview (Revised and Expanded)*, he has assembled the wisdom and experience of scores of seasoned educators. This all-in-one sourcebook of teacher interview questions, in concert with the best responses, offers invaluable insights on what you need to succeed in a very competitive job market. *Ace Your Teacher Interview* provides you with inside information on how to prepare for interviews, various interview formats, and how to handle tricky questions. Additionally, you'll discover a creative range of inside information on what impresses interviewers and 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.



Marketing

- Press Release to cities all over the US
- Approach Local bookstores
- Approach online radio interviews and select communities
- Consider a SKYPE or vBlogger set of interviews and demonstrations in the USA
- Connect with schools, universities, and job search organizations

What readers have said about *Ace Your Teacher Interview*:

- "I just got my dream job in a great school district because this book made me a more desirable candidate."
- "Excellent tips! I have interviewed multiple times; then I read the book and landed my first teaching job!"
- "As the title promises, I aced all of my interviews and had multiple job offers."
- "I had three interviews. Offered two jobs and I got to choose which I wanted most!"
- "Every question I was asked in the interview was in this book!"

\$14.99 • 256 pgs • 6 x 9

ISBN-13: 9781681572130 • TP

Business & Economics/Careers/Job Hunting

Checklist, FAQ, Web Resources,
and Resources for Teachers

March 2021 • Blue River Press

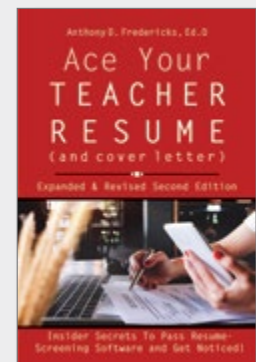
Ace Your Teacher Resume

Insider Secrets That Get You Noticed, 2E

Anthony D. Fredericks, Ed.D

It's a question that's asked thousands of times by thousands of potential teachers every year. In this captivating and highly practical book, (which builds on the success of the critically acclaimed *Ace Your Teacher Interview* 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 what types of vocabulary and key words/phrases that school administrators look for.

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 and 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.



Marketing

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

About the Author

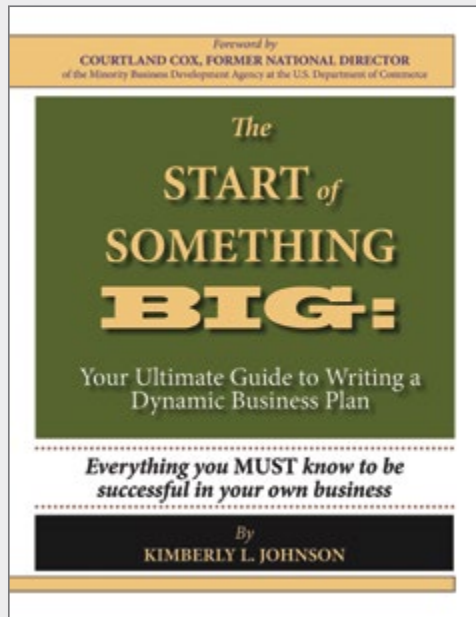
Anthony D. Fredericks, Ed.D. is a nationally recognized educator well known for his practical teacher materials and stimulating and engaging conference presentations. Previously a professor of education at York College of Pennsylvania, he is an award-winning and best-selling author of more than 150 books, including teacher resource materials, children's books, and adult non-fiction titles. His extensive background includes experience as a classroom teacher, reading specialist, professional storyteller, curriculum coordinator, educational consultant, and staff developer.

\$14.99 • 288 pgs • 6 x 9

ISBN-13: 9781681572000 • TP

BUSINESS & ECONOMICS / Careers / Resumes

Other features: Index, Resource Directory, Sample Cover Letters, Sample Resumes, Personal Checklist for Resume and Cover Letter Success



\$29.95 • 380 pgs • 8.5 x 11
ISBN-13: 9781884933110 • Perfect Bound
Business & Economics/Entrepreneurship

January 2021 • Universal. Innovative. Intelligentt, Inc. (U3I)

The Start of Something BIG

Your Ultimate Guide to Writing a Dynamic Business Plan

Kimberly L. Johnson • Foreword by Courtland Cox,
Former Director of the U.S. Department of
Commerce Minority Business Development Agency (MBDA)

To proceed with the critical planning and to address issues typically encountered by entrepreneurs, *The Start of Something BIG: Your Ultimate Guide to Writing a Dynamic Business Plan* is here to help. This business plan Guide presents a step-by-step systematic approach to organizing and developing your business. It takes you from conception to implementation if you're just starting out in business. And, for those who are already in business, provides the tools and information needed for growth, expansion and sustainability.

As you move forward in making your entrepreneurial dream a reality, research should be the one constant in your journey. An incalculable number of books, magazines, newsletters, and courses on the Internet, at the library, in bookstores, with government agencies and business development centers are available to assist you in devising a plan and bringing your business idea to fruition.

The Start of Something BIG: . . . is another one of those resources. The information contained is easy to understand and does not require an MBA degree. However, recognize that the ability to comprehend basic business concepts is prerequisite for starting and maintaining a business of any kind.

To better assist you in locating or following up on the resources throughout this Guide, company names, government agencies, trade organizations, management and technical assistance centers, and their complete website addresses are included. Forms and examples are also included to help you format documents needed in organizing your business and preparing your business plan. Each form and example has a link from the U3I TSOSB website where users can download a document, in pdf or Microsoft Office application (e.g., Word, Excel, PowerPoint, or Publisher) format.

Marketing

- Use in individual workshops and various programs through the SSCBIC, local and national libraries, and business development centers
- Social media campaign
- Promotion to the Small Business Administration, various business development centers, and procurement and technical assistance centers

About the Author

Kimberly L. Johnson worked over 25 years in corporate America. As a result of *The Start of Something BIG*, she was featured in an 8-part series on business planning in *Black Enterprise* magazine. In addition, she presented in conferences, workshops, and seminars with Fortune 100 companies and federal government agencies. In 2010, she earned a Masters in Strategic Communications. Currently, she serves as Executive Director and Board Chair for the Southwest Suburban Chicago Business Innovation Center (SSCBIC) in Bolingbrook, Illinois. As Executive Director of the SSCBIC, she plans, facilitates, and conducts workshops for seasoned and beginning entrepreneurs throughout the region.

May 2021 • Blue River Press

It's Race Day in Indianapolis

Fifty Years Behind the Mic with Paul Page

Paul Page & J.R. Elrod • Foreword by Mario Andretti

Live from the broadcast booth, Paul Page captured the excitement of 27 Indy 500 races, first as the "Voice of the Indy 500" for the radio broadcast and then as chief announcer for the ABC telecast. From his first race as a pit reporter to his semi-retirement in 2016, generations of fans have witnessed the Greatest Spectacle in Racing as told by Paul Page.

His rise to fame followed a relentless pursuit of his dream, overcoming many obstacles along the way: dropping out of college, a detour during the Vietnam war, the suicide of his mentor, and recovering from a harrowing helicopter crash. No matter the setback, he used every opportunity to learn the trade of broadcast journalism and the sport of motor racing.

In a career that spanned ABC, NBC, CBS, and ESPN, Page wore a headset for every imaginable race and contest: from Indy cars to drag racers, from the Olympics to the America's Cup, and from the X-Games to Nathan's Hot Dog Eating Contest.

Page weaves the history, tradition, and lore of the Indianapolis Motor Speedway as he traces across six decades. He introduces the great personalities of the Speedway with many candid moments. He tells great stories from broadcast booths around the world, and slices of life as a young reporter in Indianapolis.

About the Author

Paul Page is an award-winning journalist and broadcaster who has been nominated for the Indianapolis Motor Speedway Hall of Fame. He is a recipient of the Russo Founders Award, the highest honor from the American Auto-Racing Writers and Broadcasters Association. His television coverage of the Indianapolis 500 twice received the Emmy for Outstanding Live Sports Special. He has also been nominated for the Sportscasters Hall of Fame. He received many Associated Press and other awards during his time as a radio journalist. He lives in Indianapolis. J.R. Elrod is a writer in Indianapolis with a background in law and politics.



Marketing

- Leverage extensive media and racing connections
- Radio and Television Interviews
- Print Publicity
- Web Promotion
- Social Media Campaign
- Book Reviews

\$24.99 • 224 pgs • 6 x 9

ISBN-13: 9781681572154 • HC

BIOGRAPHY & AUTOBIOGRAPHY/ Personal Memoirs / Racing

32 pages of color photographs

March 2021 • Sports Vue Interactive Media

North American Soccer Guide & Record Book 2021

Charles Cuttone, Linda Cuttone • Additional contributors, Frank Dell'Apa, Scott French, Steven Sandor

Written and compiled for soccer fans by a team of experienced writers and editors, *North American Soccer Guide 2021* offers a comprehensive look at soccer in North America. This will be the fifth edition of the Guide, which is published annually in March.

The North American Soccer Guide 2021 offers a complete record of the season that no one saw coming - the games and tournaments that were played, which ones fell by the wayside, and what changes to the soccer calendar have been made going forward. Recaps, results, rosters, stats, award-winners and milestones, all-time champions, milestones from the previous year and a heads-up on the red-letter dates to come as the sport looks for a return to a more normal calendar in 2021.

Every pro league is covered in depth, leaguewide and team-by-team — expert reviews written by some of North America's top soccer writers packaged around stats, schedules, results and more.

About the Authors

Charles Cuttone, a three-time winner of the National Soccer Coaches Association of America writing award, and Linda Cuttone, an award winning photographer, have lengthy careers working in and covering soccer. They have assembled an editorial team that has covered over a dozen World Cups as well as every major North American competition: Frank Dell'Apa (Boston), Brian Trusdell (New York), Scott French (Los Angeles), Steven Sandor (Canada), Kathryn Knapp (Chicago) and Rachel Kriger (Pittsburgh).



Marketing

- Direct outreach to soccer media, teams, leagues, supporters' groups and colleges
- Author appearances on soccer broadcasts and podcasts
- Live post-game telecast of the Women's World Cup show on Fox Sports
- Twitter campaign targeting influencers and fans.

\$24.95 • 320 pgs • 6 x 9

ISBN-13: 9780998654249 • TP

Sports



\$17.95 • 200 pgs • 6 x 9
ISBN-13: 9781944068998 • TP
PERFORMING ARTS / Theater / General,
HISTORY / Holocaust, HISTORY / Jewish

March 2021 • Bashert Books Press

Wiesenthal

An award-winning one-man play
by Tom Dugan

Tom Dugan • Introduction by Marty Rosen

On the day of his retirement, the famed “Nazi Hunter” Simon Wiesenthal welcomes one final group of students to his Jewish Documentation Center in Vienna, Austria. With warmth, wit, and surprising humor this charming man known as “The Jewish James Bond” reveals how he solved his most sensational cases with the quality of a gripping spy thriller. This book includes the full script of the award-winning play, with bonus photographs from the original New York Production. Theater aficionados will enjoy the behind-the-scenes look at how this play came to be and what it took for Tom Dugan, an Irish-Catholic actor married to a Jewish woman, to transform himself into the iconic Simon Wiesenthal, one of the great Jewish heroes of the twentieth century.

The book includes the entire script and photographs of the performance and from behind the scenes with a Foreword by Alison Pure-Slovin Midwest Director, Simon Wiesenthal Center.

The Simon Wiesenthal Center fully supports the book and has provided access to photographs of Simon Wiesenthal for use in the book and promotion.

This is a synopsis of the play: Wiesenthal

On the day of his retirement, the famed “Nazi Hunter” Simon Wiesenthal welcomes one final group of students to his Jewish Documentation Center in Vienna, Austria. With warmth, wit, and surprising humor this charming man known as “The Jewish James Bond” reveals how he solved his most sensational cases with the quality of a gripping spy thriller. This book includes the full script of the award-winning play, with bonus photographs from the original New York Production. Theater aficionados will enjoy the behind-the-scenes look at how this play came to be and what it took for Tom Dugan, an Irish-Catholic actor married to a Jewish woman, to transform himself into the iconic Simon Wiesenthal, one of the great Jewish heroes of the twentieth century.

The play takes the audience through Wiesenthal’s life with poignant vignettes about his experiences during the Holocaust. Although startling, the scenes are not focused on darkness. Instead, Wiesenthal captures the man’s dedication to justice and tolerance rather than revenge.



Marketing

- Targeted media plan retracing the media attention the play received
- Promotion by the Wiesenthal Center on behalf of the author
- Promotion through Jewish Organizations throughout the world
- Digital marketing plan and social media campaign

About the Author

Tom Dugan (Playwright) Having been honored with nominations for the New York Drama Desk Award, New York Outer Critics Circle Award, Los Angeles Ovation Award, and winning the Los Angeles Drama Critics Circle Award for *Wiesenthal* produced by Daryl Roth and directed by Jenny Sullivan, *Wiesenthal* now enjoys productions in Israel, India, Australia, Italy and Mexico, and the original production continues to tour North America. Tom’s next piece *Jackie Unveiled*, about former First Lady Jacqueline Kennedy, which enjoyed an extended run at The Wallis Annenberg in Beverly Hills in March 2018; was hailed “a stunning accomplishment” by Entertainment Weekly. Mr. Dugan has recently received permission from the Sholom Aleichem Family Foundation, to create a new solo piece; *Tevye In New York* with its premiere scheduled in 2021. Mr. Dugan’s other plays include *The Ghosts of Mary Lincoln*, and *Frederick Douglass in The Shadow of Slavery*.

April 2021 • Bad Apple Press

Your Best Life at Any Age

How to acknowledge your past,
revive your present and realize your future

Andrew Fuller

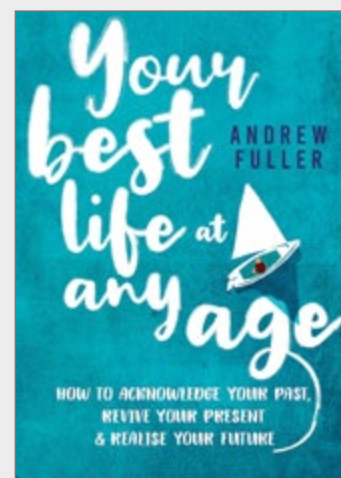
Did you know?

- Adolescence is a time of grief.
- The best time to create and carry out a plan is when you are 29.
- We all really become adults at age 36.
- Most people first go to therapy when they are 49.
- A lot of people wage an internal battle with themselves in the late 50s.
- The 70s are the best time to make friends...especially with yourself.

Have you ever wondered if you are living up to your potential? What if you knew in advance the common pitfalls and traps you might fall into when you hit a certain age? Imagine how you could improve your life if you knew exactly what might be looming on the horizon? In *Your Best Life at Any Age*, leading Australian psychologist Andrew Fuller has interviewed over 500 000 people to trace the most common identifiable stages of life. Understanding what stage you are in will lead to making changes that can improve your relationships, create better health and develop a more resilient mindset. Knowing the characteristics of your stage of life is vital, as the things that make a difference in your 20s, change in your 30s, alter again in your 50s and are completely different in your 60s and 70s. Drawing upon his years of practical experience and the combined wisdom of thousands of life patterns studied, Andrew Fuller has created a blueprint for life that helps you make the most of your life ... at any age.

"Watched the interview with the author. The content of this book is based on real peoples lives, not theory. We all go through stages of life, I'm in my 60s but was fascinated to look back and compare my experiences. I also got copy for my daughters, it may give them some insights and understanding. Most of this type of genre is based on theory or experiment, well maybe not most, but a lot. Something that is based on real peoples experiences structured into common themes must be unique. So far, it's GREAT reading."

"Amazing insights into the different stages and ages we go through. Amazing to see so many similarities of watershed moments and an idea of what is to come next. Lets you enjoy the moment and gently plan for the future!"



\$19.00 • 256 pgs • 8.5 x 6
ISBN-13: 9780648226796 • TP
SELF-HELP / Personal Growth / Success

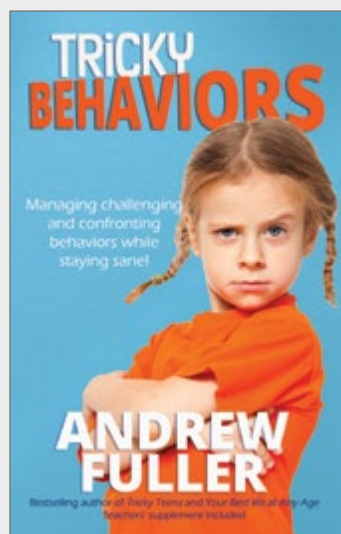
B&W Illustrations

About the Author

Andrew has recently been described as an "interesting mixture of Billy Connolly and Frasier Crane" and as someone who "puts the heart back into psychology". As a clinical psychologist, Andrew Fuller works with many schools and communities in Australia and internationally, specializing in the wellbeing of young people and their families. Andrew has established programs for the promotion of mental health in schools, substance abuse prevention, and the reduction of violence and bullying, suicide prevention programs and for assisting homeless young people. Andrew continues to counsel young people. Andrew conducts workshops for organizations, parents, students, teachers and health professionals on a wide range of topics. He is the author of numerous books including *Unlocking Your Child's Genius*, and *Tricky Teens*. He lives in Melbourne, Australia.

Marketing

This book sold very well in Australia and was heavily promoted online through social media platforms. Author is active in creating content and is available for interview via phone or Zoom or Skype.



\$20.00 • 240 pgs • 5.3 x 8.4
ISBN-13: 9780648780724 • TP
FAMILY & RELATIONSHIPS / Parenting / General

Line drawings
A Teacher's Supplement is included

May 2021 • Bad Apple Press

Tricky Behaviors

Managing challenging and confronting children while staying sane!

Andrew Fuller

If you had to describe your child, would any of these phrases sound familiar?

"It doesn't matter what I say..."

"She just gets something into her mind and won't give it up."

"Some days I could just scream at them..."

"He has always got to have the last word."

"She's fine when she gets her own way."

"He can argue for hours."

"She has to win at everything!"

Congratulations! It's likely you have a child with tricky behaviors!

While tricky behavior can often be challenging and confronting for parents, the good news is that these children frequently grow up to be the movers and shakers of the world. Believe it or not they are more often than not the ones full of potential. Passive resistance, competitive, manipulative, aggressive, moody or argumentative traits can often disguise anxieties and stresses that children cannot articulate. The secret to transforming tricky behavior is to discover the root causes of undesirable behavior and show children how to use their abilities for good, rather than turn your home and your life upside down.

Leading Australian adolescent psychologist Andrew Fuller delves deeply into all the different types of tricky behavior displayed by children of all ages. Using the latest thinking and developments in child psychology, he explains the most common reasons why children can display confronting behavior and outlines practical steps you can take to help show them the way to live harmoniously with you and others. If you are sick of having your home resemble a war zone, hoarse from frequent screaming matches or just plain despair you will ever be able to understand or overcome your child's tricky behavior, then this book is for you!

Marketing

This book will be heavily promoted online through social media platforms. Author is active in creating content and is available for interview via phone or Zoom or Skype..

About the Author

Andrew has recently been described as an "interesting mixture of Billy Connolly and Frasier Crane" and as someone who "puts the heart back into psychology". As a clinical psychologist, Andrew Fuller works with many schools and communities in Australia and internationally, specialising in the wellbeing of young people and their families. Andrew has established programs for the promotion of mental health in schools, substance abuse prevention, and the reduction of violence and bullying, suicide prevention programs and for assisting homeless young people. Andrew continues to counsel young people.

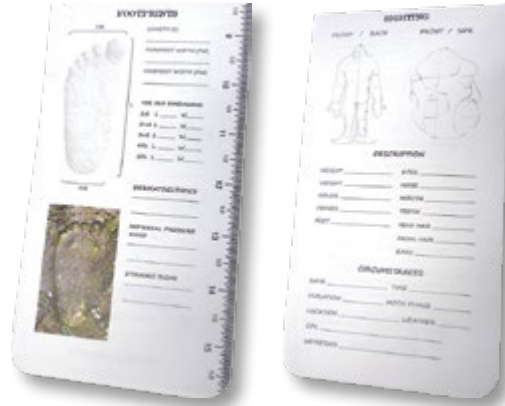
Andrew conducts workshops for organisations, parents, students, teachers and health professionals on a wide range of topics. He is the author of numerous books including *Unlocking Your Child's Genius*, and *Tricky Teens*. He lives in Melbourne, Australia.

January 2021 • Paradise Cay Publications

Sasquatch Expedition Log Books & Field Journal

Dr. Jeff Meldrum

Document your expeditions with this handy pocket-sized spiral bound notebook designed for the citizen scientist. Featuring various sections for properly documenting your findings. Includes sample notes and sketches from Dr. Jeff Meldrum. Texture Laminated cover for durability and weather resistance.



Marketing

- Social media campaign
- Publicity plan

About the Author

Dr. Jeffrey "Jeff" Meldrum is a Professor of Anatomy and Anthropology and a Professor of the Department of Anthropology at Idaho State University. Meldrum is also Adjunct Professor of Occupational and Physical Therapy. Meldrum is an expert on foot morphology and locomotion in primates. He is the author of several books and related materials on Sasquatch, including: *Sasquatch: Legend Meets Science*.

\$10.95 • 120 pgs • 4.25 x 8

ISBN-13: 9781937196097 • Spiral Bound
GAMES & ACTIVITIES / Guided Journals

15 B&W photos

January 2021 • Paradise Cay Publications

Bigfoot and Joshua

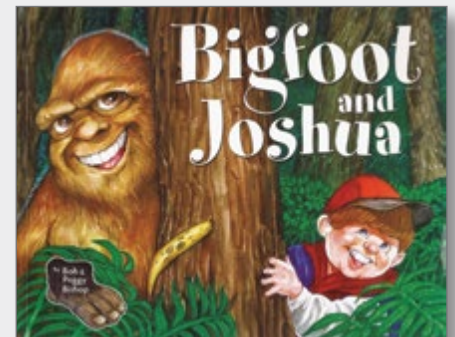
Bob and Peggy Bishop • Illustrator: Steve Ferchaud

A delightful story book for children ages 4-8 years.

Joshua can't wait to go camping with his family. He has heard that Bigfoot lives in the nearby mountains. After arriving at the campsite, he decides to go into the forest to find Bigfoot. Joshua gets himself into a very dangerous situation. Do you want to know what that situation was? Do you think Joshua found Bigfoot? Let's read the book to find out!

What is the best way to encourage a young child to read? Show them that reading can be enjoyable! *Bigfoot and Joshua* is full of fun, surprises and adventure. The book uses a beginning-reader type style, similar to that which is used in school to teach reading. This story is intended to "bring to life" the legend of Bigfoot for the enjoyment of young children.

Bigfoot and Joshua is full of fun, surprises and adventure. The book uses a beginning-reader type style, similar to that which is used in school to teach reading. This story is intended to "bring to life" the legend of Bigfoot for the enjoyment of young children.



Marketing

- Social media campaign
- Publicity plan

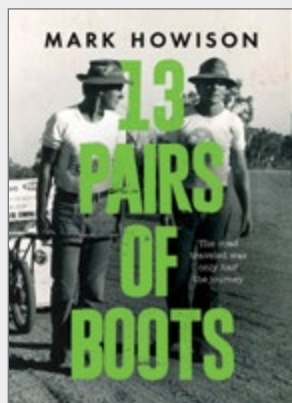
About the Authors

The authors, Bob and Peggy Bishop, had a lot of fun writing this book along with the talents of gifted illustrator, Steve Ferchaud, who helped make the task even easier. They were encouraged to write this book by the suggestions of their friends and family. They dedicate it to their five grandchildren: Megan, Preston, Erin, Sterling, and Maggie who all enjoyed the tale.

\$9.95 • 30 pgs • 10.5 x 8

ISBN-13: 9781933837345 • TP
JUVENILE FICTION / Animals / Dragons,
Unicorns & Mythical JUV002270

30 Color Illustrations



Marketing

This book will be heavily promoted online through social media platforms. Author is planning to recreate the walk (via car) to sell books and give talks. The original walk attracted wide media attention in Australia and it is anticipated that the book will revive that interest.

\$20.00 • 256 pgs • 5.9 x 8.4
ISBN-13: 9780648556947 • TP
SPORTS & RECREATION / Training
BIOGRAPHY & AUTOBIOGRAPHY /
Personal Memoirs

20 B&W photographs

August 2021 • Bad Apple Press

13 Pairs of Boots

The road travelled was only half the story

Mark Howison

In 1973 David Howison announced to his then 17-year-old son Mark that they were going to walk around Australia to raise money in order to build a wildlife sanctuary to protect kangaroos. Once he got over his initial shock, Mark was up for the adventure. Thanks to the local Kangaroo Protection Society they were kitted out in boots, hats and sunscreen and given a sponsorship with Hanimax cameras. They left Sydney with a huge farewell, thousands of people and many media interviews.

Anticipating a hero's welcome and free hospitality at every town, the pair soon discover that not only are they left to fend for themselves but that, in the bush, the bloody kangaroos don't need saving and on many occasions angry farmers reminded them of this fact by firing bullets over their heads. Dirt roads, wild-driving semi trailers, feral pigs, crocodiles, snakes, rogue RSPCA officers and, eventually lack of food and, even more importantly to David, cigarettes, turn this inspiring quest into one of survival.

To make matters worse, halfway through the trip, not only have the locals turned against them, Mark and David begin to become heartily sick of each other. And that is when the fun really begins.

About the Author

Mark was born the eldest of five children in Bathurst, NSW. As a family they travelled around a lot, mainly to avoid debt collectors or to follow their father's latest gambit to make money. During his teens and early twenties Mark played rugby league and participated in boxing. After his journey with his father around Australia, Mark worked as a painter and decorator, and later in sales administration. He lives in Sydney, Australia.



Marketing

- Press release with the offer of a review copy
- Television, radio, print, and online interviews
- Book reviews
- Social media campaign

\$17.99 • 260 pgs • 6 x 9
ISBN-13: 9780473547776 • TP
TRAVEL / Special Interest / Adventure; TRAVEL /
United States / General; PHILOSOPHY / Zen

April 2021 • Kahuku Publishing

Zen And The Last Hurrah

In the wheel-tracks of Robert Pirsig
across backcountry America

Des Molloy

In July 1968 a mentally insecure philosophy teacher began a motorcycle ride across the US with his not-yet 12-year-old son. His name was Robert Pirsig and the journey from St Paul across to San Francisco was immortalized in his subsequent best-selling book Zen and the Art of Motorcycle Maintenance. His focus on the metaphysics of quality and the deep philosophical musings have led the book to be referenced as required reading across a broad spectrum of university degrees ranging from Engineering through English to Sociology, Physics, Psychology and Philosophy.

Well-known Kiwi old-bike adventurer Des Molloy and his daughter Kitty, with friend Myles attempt to marry a modern re-enactment of Pirsig's ride, with the American marketing of The Last Hurrah – Des's book of riding across the world on a near-vintage UK-made Panther motorcycle. On the correct-period 1965 BMW and Honda, they follow the back-country roads of 1960s northern America in the wheel-tracks of their antecedents, recording their thoughts and comparing with the bestselling philosopher.

About the Author

A dreamer and schemer, Des loves to tell a story – "Maybe mum was right when she used to describe me as a 'little Walter Mitty' – a fictional character of James Thurber. A dreamer and schemer, Des loves to tell a story—"Maybe mum was right when she used to describe me as a 'little Walter Mitty'—a fictional character of James Thurber." More Bill Bryson than Robert Pirsig, Des enjoys sharing his adventures with others. He come from a line of raconteurs who loved a fireside yarn and he humbly endeavor to continue this affliction for the generations who follow.

July 2021 • Pilgrim Book Services

A Pilgrim's Guide to Northern Spain Vol. 3

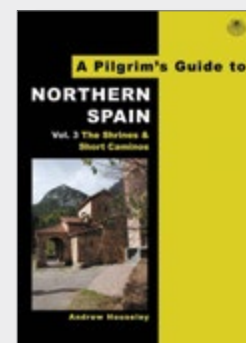
The Shrines and Short Caminos

Andrew M. Houseley

This book in the Pilgrim's Guide Series offers detailed colorful coverage of more than a dozen shrines to saints in the north of Spain, guides to several ancient cities and monuments, plus a stage-by-stage walking guide to some of the shorter Caminos added to the UNESCO World Heritage List.

The ancient pilgrimage path in Spain to the tomb of St James has undergone a contemporary revival. Embracing spirituality in its widest sense, modern day pilgrims come from across the world to experience the tranquility, camaraderie and scenery that help towards self-discovery, personal healing and a thoroughly memorable experience. In the walking section of the book, 1:50 000 topographical mapping from the National Geographic Institute of Spain is laid out for each of the 'recommended' stages, alongside accommodation listings. The Camino Vasco – the Inland or 'Tunnel' route via the Basque capital Vitoria-Gasteiz - the beautiful Camino Santo Toribio, the alternative entry from France via the Somport Pass, and the Camino Ingles – favoured by English, Irish and Dutch pilgrims making a sea voyage.

Each stage map features a start and finish inset, plus several separate town and city maps. Descriptions of the route help the pilgrim to stay on track. The Shrines are varied: From the Jesuit founders at Loyola and Javier, to the site of the battle of Covadonga that began the reconquest of Spain, via the Marian shrine of Garabandal, Begoña overlooking the revitalized commercial and cultural city of Bilbao, Arantzazu perched on a Basque Country gorge, and the Christ of Limpias. A tour of La Rioja takes in monasteries and the world-renowned wines. This book is the result of exhaustive research carried out over several years, finally bringing this complete guide to publication.



Marketing

- Trade shows
- E-mail blasts
- Review copies to targeted audience
- Social media campaigns.

\$22.95 • 190 pgs • 5.8 x 8.3
ISBN-13: 9780995561595 • TP
TRAVEL / Religious

75 Color Photos

June 2021 • Pilgrim Book Services

A Pilgrim's Guide to Northern Spain Vol. 2

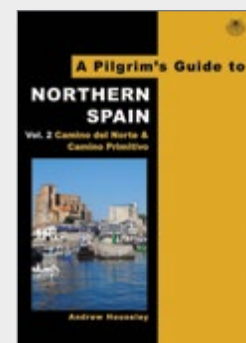
Camino del Norte & Camino Primitivo

Andrew Houseley

The ancient pilgrimage path in Spain to the tomb of St. James has undergone a contemporary revival. Modern day pilgrims come from across the world to experience the tranquility, camaraderie, and scenery that help towards self-discovery, personal healing, and a thoroughly memorable experience. The second walking guide in the *Pilgrim's Guide Series*, the two featured Caminos in this comprehensive aid cover directly, or allow close access to, long stretches of coastline, before turning inland towards Santiago. The book features topographical maps for each of the recommended stages. Every stage and main city features its own fully up-to-date list of accommodation: from all of the public and private Albergues (pilgrims' hostels) with their facilities, to a selection of hotels to suit all budgets. Helpful topics include the legend of the burial of St. James in Spain and its biblical significance, the history of the pilgrimage, why people go, what to expect, how to prepare and pack. There are many color photographs, most being small and just enough to identify a site. This book is the result of exhaustive research carried out over several years, finally bringing this complete guide to publication.

About the Author

Andrew Houseley founded Pilgrim Books with his father in 1997. The family's background in pilgrimage travel was not his first choice of career, starting out in the retail wines and spirits trade, moving on to Human Resources management and then unusually combining freelancing in HR with pilgrimage publishing. A graduate of Lancaster University, England, where he read History and Politics, Andrew's experience of the Camino began in 2011. He has visited at least once every year since. Andrew is the author of *A Pilgrim's Guide to Fatima*, besides the planned further volumes in the Northern Spain sub-series.

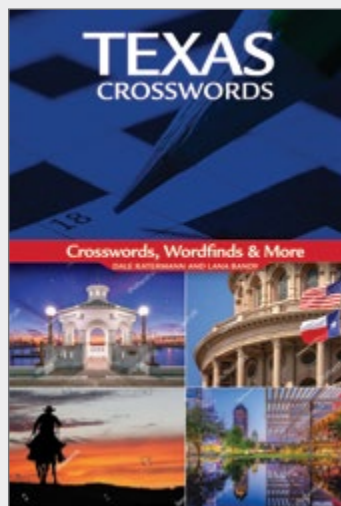


Marketing

- Trade shows
- E-mail blasts
- Review copies to targeted audience
- Social media campaigns.

Pilgrim Book Services

\$28.95 • 270 pgs • 5.8 x 8.3
ISBN-13: 9780995561571 • TP
TRAVEL / Religious



\$7.99 • 160 pgs • 6 x 9

ISBN-13: 9781681571430 • TP

GAMES & ACTIVITIES / Crosswords / General

12 B&W photos

October 2020 • Blue River Press

Texas Crosswords, 2E

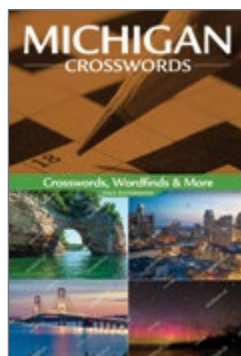
Crosswords, Wordfinds, and More

Dale Ratermann, Lana Bandy

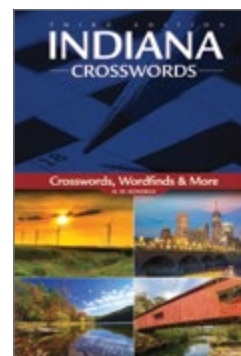
Puzzle fans across America have asked for more, so here it is: the second edition of Texas Crosswords. This edition includes all new puzzles and trivia, plus more state history and fun facts than before. Puzzle topics include sports, government, big cities, rural hamlets, famous Texans, and more.

Test your knowledge of Texas and the people and places who made it famous—from the home of westerns to the cowboys to Keep Austin Weird. Puzzles include crosswords, word searches, trivia, and more, and are appropriate for all ages. Whether you're a life-long resident of Texas 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 Lone Star State.

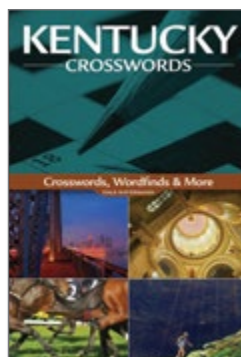
Other books from Blue River Press



ISBN-13: 9781681571409



ISBN-13: 9781681570662



ISBN-13: 9781681570372



ISBN-13: 9781681570365

Marketing

- Social Media campaign
- Approach named sites in the book
- Press Release to cities all over the US
- Approach online radio interviews and select communities
- Connect with schools, universities and youth clubs B&G and YMCA

About the Authors

Dale Ratermann has written more than two dozen puzzle books and more than 50 total books on a variety of topics. He is the co-puzzle editor for a chain of seven weekly newspapers in Indiana, as well as the crossword puzzle constructor for a weekly news magazine in Florida. He spent 30+ years in sports marketing, including 20 years with the Indiana Pacers of the National Basketball Association. A native of Illinois, Ratermann has traveled to all 50 states to research various puzzle books.

Lana Bandy is a writer and editor with a diverse range of experience. She spent 20+ years working in marketing and now concentrates on strategic management. She is the co-puzzle editor for a chain of seven weekly newspapers in Indiana and has co-written five puzzle/trivia books. Bandy received her undergraduate degree from Purdue and her MPA from Indiana. In her free time, she loves to travel and take her dogs to the beach.

May 2021 • Blue River Press

All About Marie Curie

Claire Caprioli • Illustrator: Moriah McReynolds

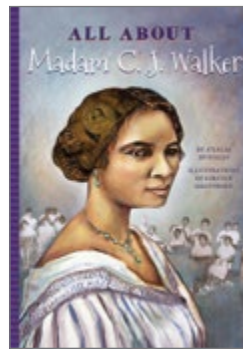
Young Maria was very proud to be a Polish girl. There was just one problem: Poland didn't exist. In the late 1800's Warsaw, Poland was under the rule of the Russian Czar. Being Polish during this time was anything but easy. Polish children were given inferior grades in school. The Polish people were not allowed to speak in Polish. Women were not allowed to attend universities. Yet, it was during this time that Maria Skłodowska not only completed high school at the age of fifteen, but with highest honors and a gold medal. She even took a job secretly teaching a farmer's children the Polish language! She is better known today as Madame Marie Curie.

Marie Curie would go on to be the first woman to be awarded a Nobel Prize when she received her Nobel Prize in Physics. When she was given her Nobel Prize in Chemistry, she became the first person to ever win two Nobel Prizes!

Other books from Blue River Press



ISBN-13: 9781681570860



ISBN-13: 9781681570938



ISBN-13: 9781681570952



ISBN-13: 9781681570969



ISBN-13: 9781681570884



\$5.99 • 128 pgs • 5.31 x 7.63

ISBN-13: 9781681571805 • TP

JUVENILE NONFICTION / Biography & Autobiography / Science & Technology

60 B&W Illustrations

Glossary, Index, World Timeline, Personal Timeline, Quotes

About the Author

Claire Caprioli is a writer, copywriter, editor, proofreader, and tutor. This includes both paid and pro-bono work for institutions as well as individuals. For the past thirteen years, she has helped the Women's Birth and Wellness Center of Chapel Hill, NC as a maternal and children's health writer/editor. She has also worked as a professional technical writer and editor in IT documentation.

Some of her volunteer experiences include tutoring middle school NC Science Olympiad students, serving as a pack committee chair for the first year (2015) of a new cub scout pack, and being a substitute coach for the local Girls On the Run elementary and middle school groups. Her non-fiction children's articles have appeared in *FACES* and *CALLIOPE* (now *DIG*) magazines. She is a member of SCBWI and the Authors Guild.

Marketing

- Press Release
- Author events with bookstores, schools, universities and educational organizations
- Television, radio, print and online interviews
- Social media campaign



\$9.99 • 28 pgs • 6 x 6

ISBN-13: 9781947141599 • Board Book

JUVENILE FICTION / Concepts / Concepts /
Counting & Numbers

28 Color Illustrations

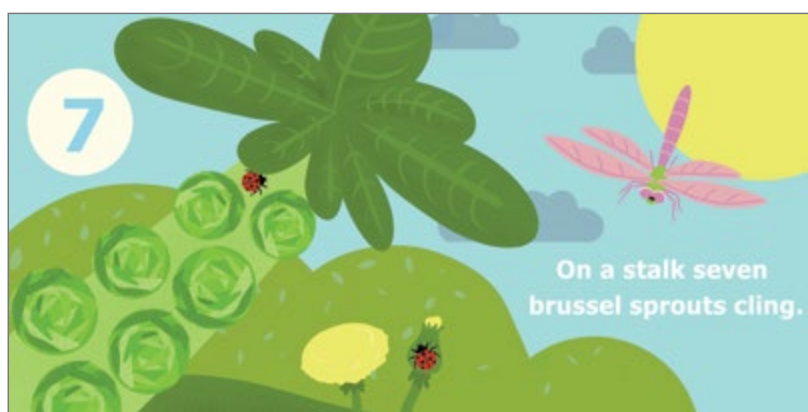
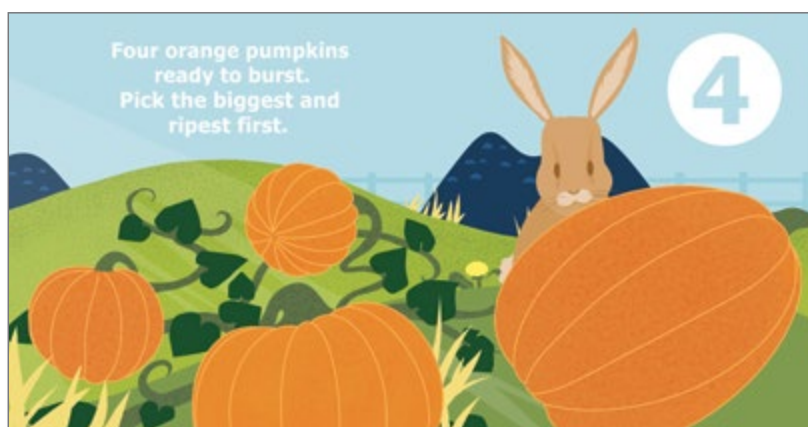
Fully illustrated 1–10

April 2021 • Rubber Ducky Press

One Tomato

Rebecca Mullin | Illustrator: Anna Mullin

Have fun helping your child learn their numbers with this garden-based counting book. This book introduces young readers to the shapes and concepts of the numbers in a fun walk through the garden. In *One Tomato*, children will build their confidence with numbers and learn about garden plants, vegetables, and bugs. A common dandelion guides children through the book, hiding somewhere on each page. With sturdy pages and rounded corners, *One Tomato* is durable and safe for lots of learning fun.



Marketing

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

About the Author

Rebecca Mullin is an avid gardener, preschool teacher, bookseller, and mother of four young girls. Rebecca wrote *One Tomato* to recreate the joy of picking home-grown vegetables and to teach her children to identify the vegetables they grow and eat. She worked at Kids Ink Children's Bookstore in Indianapolis, IN for eleven years, and as a Board Member of the Great Lakes Independent Bookseller Association for three years. Rebecca now lives in Eau Claire, WI with her husband, daughters, and an ever-expanding garden.

Anna Mullin is a recent biology graduate currently working as a zookeeper of wolves, grizzly bears and raptors in Montana. Originally from Yellow Springs, Ohio, Anna often spends her free time working on various art projects. She harbors a particular affinity for simplified color palettes, but is always happy to try new things. "One Tomato" is her first illustrated book. Additional work can be found at Annaem.com.

September 2019 • Dr. Jill Crista

Break The Mold

5 Tools To Conquer Mold and Take Back Your Health

Dr. Jill Crista • Illustrator: Kristin Hodgkinson

Break the Mold is an indispensable guide to overcoming the health effects from exposure to toxic mold. But how do you know if mold is affecting you? Take the questionnaire at the beginning of the book and get your mold risk score. If it's high, you're one of the many millions affected by indoor toxic mold.

Mold illness is a hidden health epidemic. The first challenge in conquering mold is identifying that it's the problem in the first place. With over a quarter of buildings impacted, this invisible threat eludes detection, because it can lurk behind building materials without a trace.

Therefore, mold continues to escape the eye of the medical system, rarely identified as the cause of a person's suffering. People are given vague diagnoses with little treatment, or told they're hypochondriacs, while mold slowly takes over.

Thankfully, Dr. Jill Crista knows how to spot mold and appreciates that the health changes are real. She's an uplifting voice of hope, surety, and calm in the midst of the chaos, fear, and overwhelm that comes with a mold exposure. Her vast experience shines through. It's only after many years seeing a multitude of mold-sick patients that a seasoned practitioner can hone their craft to a simple system, written in an easy, approachable way.

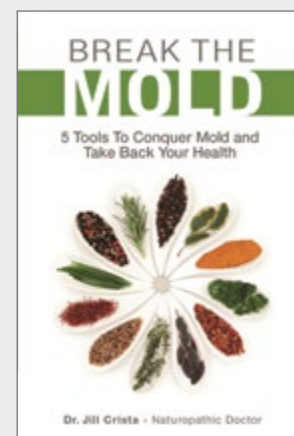
This book empowers people to take charge of their own recovery. *Break The Mold* delivers a practical, step-by-step process with actionable advice from an expert in the field of natural medicine. Mold illness is a toxin-based illness, with few conventional therapies available. Interestingly, it responds remarkably to targeted natural therapies. That makes naturopathic medicine the perfect solution.

If you want answers to your chronic symptoms that no one understands, or are one of the many who've been left to find solutions on your own, *Break The Mold* is your book. Learn what to do if mold is affecting your health, your home, or your family.

The most profound gift discovered in this book is the restoration of an innate trust in your body's ability to heal. *Break The Mold* to take back your health and gain resilience to future encounters with mold.

"Dr. Crista has written one of the best 'get right to it' books about mold related illness, causes, treatments and most importantly the process of healing. In three decades of helping very ill patients I have come up against mold and mold related illness repeatedly and struggled to find good (and complete) patient resources. Break the Mold is just such a resource and I plan to recommend it and use it in our clinics."

— Dr. Paul S. Anderson, Co-author of
Outside The Box Cancer Therapies



\$24.95 • 200 pgs • 6 x 9
ISBN-13: 9781988645186 • TP
HEA016000 / HEALTH & FITNESS /
Naturopathy

1 B&W Photo, 6 Color Photos
Resource Directory, Index, Questionnaire

About the Authors

Is mold on your health radar? Dr. Jill Crista wants to make sure it is. She helps people recover their health after exposure to toxic mold. As a self-described "mold canary," she knows the struggle all too well, as she has conquered toxic mold exposure herself.

Dr. Jill is one of the leading experts in the treatment of mold-related illness using natural and integrative medicine. She is an experienced naturopathic doctor, author, and internationally recognized educator on mold illness.

To fuel her passion of increasing access to mold-literate doctors, she created a training course for medical practitioners wanting to gain mastery in the diagnosis and treatment of mold. There's nothing more rewarding than helping a patient conquer health challenges and once again know resilient health. Her motto? Break the mold, take back your health.

Marketing

- Publicity Plan
- Advertising
- Academic Promotion
- Web Promotion
- Social Media Promotion



\$24.95 • 178 pgs • 7.25 x 10.50
ISBN-13: 9780989035996 • TP
SPORTS & RECREATION / History

Many rare photos of the Kennel Club; A gallery of every Kennel Club shirt dating back to the 1984 original; Stories and comments from dozens of players, coaches, and media figures.

October 2021 • KCOG, LLC

We Are G.U.

The Origins, History, and Impact of Gonzaga University's Kennel Club

Mike Shields and Aaron Hill • Foreword by: John Blanchette

Kennel Club co-founder Mike Shields (GU '84) and fellow Gonzaga alumnus Aaron Hill ('01) tell the story of Gonzaga Basketball's student fan group from its infancy during the John Stockton era of the early 1980s to the club's explosion onto the national scene. WE ARE G.U. is a fun jaunt down memory lane and a must-read for college basketball fans, especially former Kennel Clubbers, GU alumni, or any member of Zag Nation.

"I remember the Kennel Club from its earliest days. It started out as a little light-hearted fun by a few guys, but quickly turned into a major home court advantage that has continued to grow over the years. Sitting in the stands as a fan, I enjoy Zag games so much more when the Kennel Club is in the house. Their energy, their support and their love for their schoolmates on the court is undeniable and contagious. It was great reading about the story behind the story, both of the Kennel Club and the Bulldog basketball team. The walk down memory lane from humbler times to what Gonzaga basketball has become was a lot of fun. I learned quite a bit, too. I would recommend the book to all Bulldogs, as well as Zag fans everywhere."

— John Stockton ('84), Olympic Gold Medalist, Basketball Hall of Famer

Marketing

- Social media campaign
- Author readings and signings at bookstores, schools, and daycares
- Review copies to targeted audience
- Press release to cities all over the Northwest
- Appearances on radio and television in the Spokane area

About the Author

Aaron Hill earned both Bachelor ('01) and Master ('02) of Business Administration degrees from Gonzaga University. He held a variety of roles within the Gonzaga Athletics Department before leaving to pursue a doctorate in Business Administration at Oklahoma State University. He and his wife Lauren reside in Gainesville, Florida, where he teaches at the University of Florida.

Mike Shields ('84) earned a Bachelor of Business Administration from Gonzaga University. He has extensive work experiences in Athletics Administration and Fundraising, including in minor league baseball and at Gonzaga University as well as with the Goodwill. Currently, he is an executive committee member of the State of Washington Sports Hall of Fame. The Shields family has deep roots at Gonzaga – with Mike, three of his siblings, and two of his children being graduates. Mike and his wife Katie recently relocated to the Spokane Area after many years in Gig Harbor, Washington.

January 2021 • AFN FISHING

Complete Book of Fishing Knots

Learn How

Bill Classon & Nigel Webster • Foreword by: AFN Pro Staff
Illustrator: Trevor Hawkins

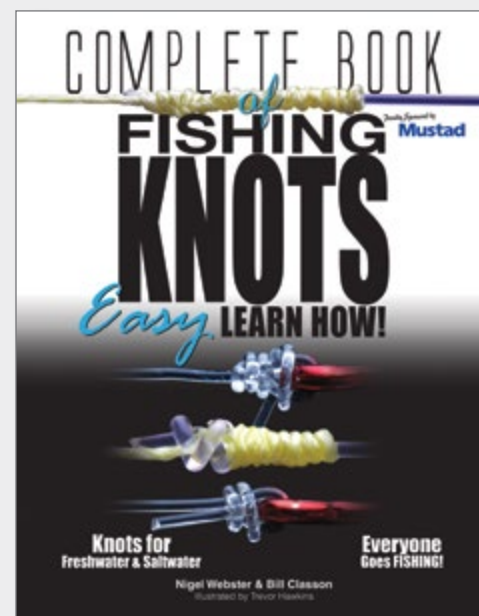
According to the USDA, 72.2 million Americans go fishing every year, making it one of the most popular outdoor activities in the US.

Learning how to tie the correct knot to catch a fish is one of the basics to the sport. Bill Classon and Nigel Webster love to fish and in this book outline all the knots anglers will need to catch a fish. Together they have put together every knot that a budding angler is likely to need.

This book caters for everyone from the beginner to an expert and has everything in it—from the basic knots through to some of the more advanced.

Perfect whether you are a first timer and a seasoned angler, there is something in this book for you.

Superbly illustrated by Trevor Hawkins the knots are easy to follow, making it so easy to master the technique to tying dependable fishing knots. Any budding and seasoned angler will find something in this comprehensive book.



\$9.95 • 48 pgs • 8.5 x 11
ISBN-13: 9781865133263 • TP
SPORTS & RECREATION / Fishing

300 Color Illustrations

About the Author

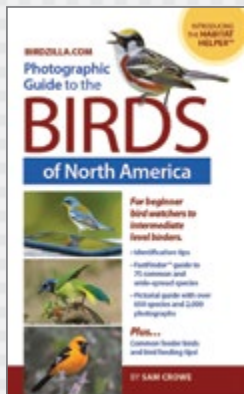
Bill Classon has fished every week of the year for over 40 years and has fished extensively all around the world including the United States, Australia, South America, Pacific, Europe and New Zealand. He is also the founder of the media company, AFN Fishing & Outdoors, which has been publishing books, videos and magazines on the topic of fishing since 1987. He's author and editor of several books, magazines and is a seasoned presenter.

Nigel Webster has been fishing all his life and spent time as a fishing Pro. He's edited magazines and authored several books.

Trevor Hawkins works with pen and watercolors his beautiful watercolors are mostly naturalistic and very lifelike. His work has been published worldwide in books, calendars, stickers, posters and t-shirts.

Marketing

- Social media campaign
- Advertising to fishing groups and associations

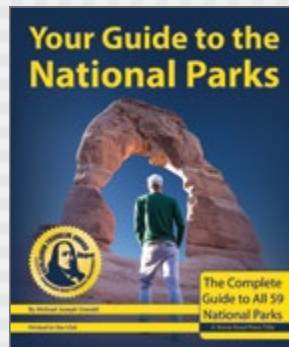


Photographic Guide to the Birds of North America

Sam Crowe

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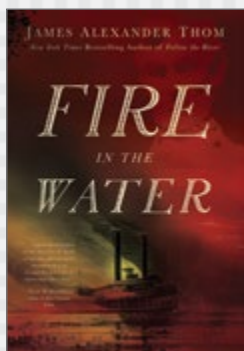
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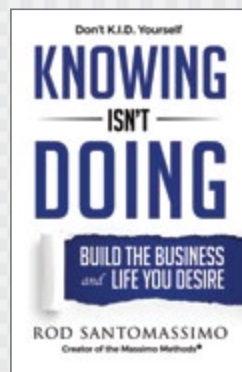
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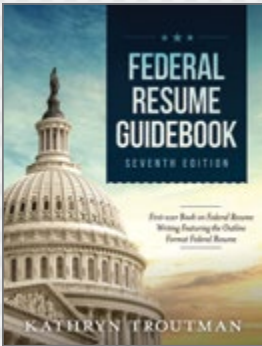
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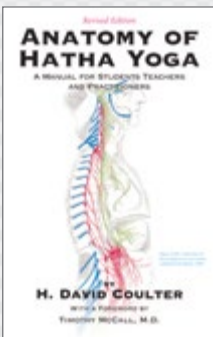


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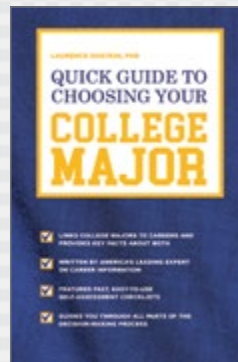
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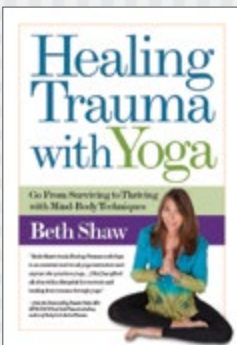
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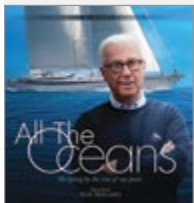
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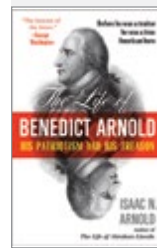
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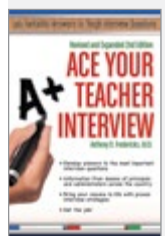
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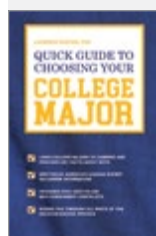
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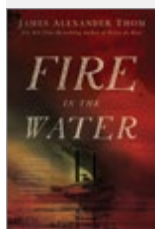
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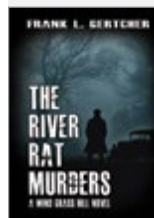
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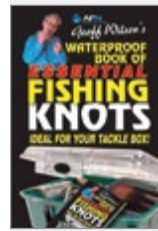
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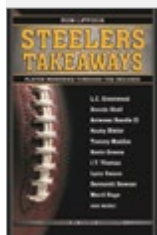
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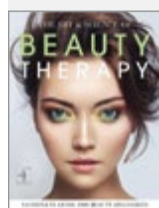
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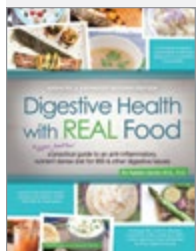
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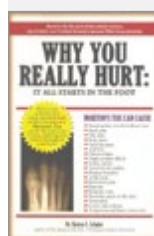
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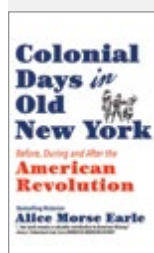
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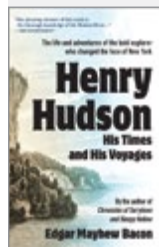
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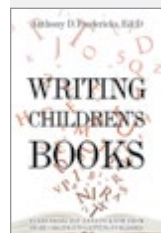
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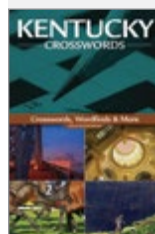
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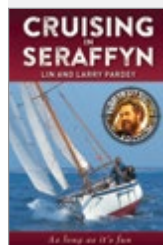
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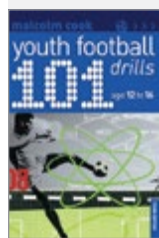
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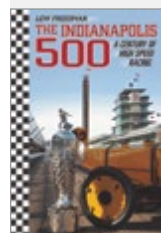
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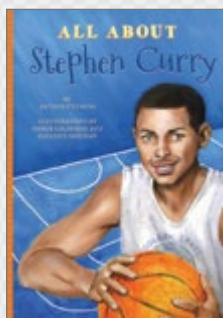
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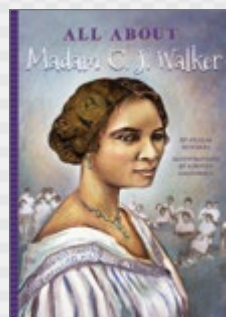


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A'Lelia Bundles is the author of the authoritative biography on Madam C. J. Walker, *On Her Own Ground*, which was recently adapted into the Netflix limited series *Self Made*. Bundles is on the board of several libraries and the Indiana Historical Society as well. She the great-great-granddaughter of Madam C. J. Walker and lives in Washington, D.C.

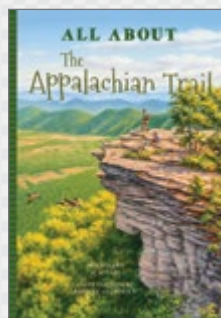


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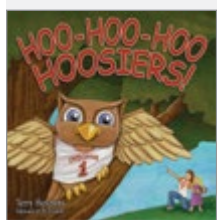
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