

# BOWTIE PRESS

IT'S KNOT FOR EVERYONE

See page 2  
for information on our trip to  
the Pentagon and other BEA  
related activities

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## editor's note

We just got back from Book Expo America, where we were able to capitalize on the opportunity to meet with authors, booksellers, and press while we visited our nation's capital at BEA! We've had some great coverage of our books, and we're pleased to share those with you on page 2, where you can also learn more about all the events at BEA.

Last year, we were pleased with the success of our national pet best-seller *The Original Dog Bible*. This year we're

equally thrilled to debut *Dog Heroes of September 11<sup>th</sup>* from our imprint Kennel Club Books. (See below for more information.)

Even though this is the summer issue, we have several fall titles we're pleased to share with you including the second entry in our Coast to Coast series—*Horse Trails Coast to Coast*.

We have two titles for fall by two more magazine editors who have become BowTie Press authors. Russ Case, editor of *Reptiles*, wrote

Beginning Vivarium Systems: *Lizards*; and Sandy Meyer, managing editor of *Cat Fancy*, wrote *Complete Care Made Easy: Kittens*.

Finally, meet Jessica Knott, our new production supervisor. You can learn more about her on page 4, along with some information on our latest automotive title *Revive Your Ride*. If you'd like to learn more about the goings on at BowTie Press, feel free to drop me a note at [eanderson@bowtieinc.com](mailto:eanderson@bowtieinc.com).

Best,  
The BowTie Team

BEA-utiful!

## behind the book

The images of destruction and the feelings of loss that accompany the mention of September 11<sup>th</sup> are ever-present in our national consciousness. Often forgotten, however, are the images of recovery and the stories of hope that capture the resilience and transcendence of the American people.

*Dog Heroes of September 11<sup>th</sup>*, by award-winning author Nona Kilgore Bauer, is a chronicle of 77 search and rescue (SAR) teams that responded in

America's time of need. Bauer embarked on a difficult journey to locate and interview more than 75 of the canine search and rescue teams that responded to the September 11<sup>th</sup> emergency. Many of these teams were among the first responders to the biggest attack on American soil to date, and their vivid accounts of the aftermath are heartrending and unexpectedly uplifting.

This special commemorative edition is being officially released in August for the 5<sup>th</sup> anniversary of 9/11. But at this year's Book Expo America, Kennel Club Books and BowTie Press were proud to present this book to the public in a soft launch.

Even before BEA, the book received excellent press coverage. *Publishers Weekly* featured the cover of *Dog Heroes of September 11<sup>th</sup>* in their Jan. 23, 2006 issue as part of their spring preview, and C-SPAN's Book TV requested a review copy.

## Honor Our Four-Legged Heroes



The book had a tremendous presence at BEA. The BowTie Press team handed out postcards to spread the word about the book, and Nona Kilgore Bauer signed copies of *Dog Heroes of September 11<sup>th</sup>* for an eager public.

Perhaps the biggest draw for the BEA attendees were the three live dog heroes (and handlers) who made appearances at BEA to support the book and pose for pictures with the public. Elizabeth Anderson and Jennifer Dodd were there to

*continued on page 4*



## A 'Capitol' Time Had By All!

Our recent trip to Book Expo America (BEA) had Washington, D.C. flavor from the very beginning. The day before the show started, Karla Austin toured the Library of Congress, and she and Elizabeth Anderson toured the Pentagon.

"I made contact with the head of the Pentagon's K-9 unit to ask him to speak at our cocktail reception on Saturday, and he graciously arranged a tour for us on Thursday," Anderson says. "It truly was a once-in-a-lifetime experience."

"We had two lieutenants escorting us for about two hours. It was fascinating to learn about the Pentagon's history and how it's changed since 9/11," Austin says. "Oh, and walking through the Pentagon corridors next to three-star generals was a highlight, too!"

The other exciting pre-BEA event was a signing Petrine Day Mitchum had at the Motion Picture Association of America for *Hollywood Hoofbeats*. The event was sponsored by the American Humane Association, with which we have a partnership agreement to promote the book.

On Friday, the show began and we hit the ground running—or galloping—with a BEA autographing with Mitchum. She had a great turnout, and it was fortunate that no one was scheduled for her table right after so Mitchum got to sign books for an hour—double her scheduled time.

In the spirit of the day, the booth had Hollywood and western decorations, as well as a looped Power Point presentation of photos and reviews from the book.



Jennifer Dodd Perumean and two of the handlers profiled in *Dog Heroes of September 11<sup>th</sup>* at our booth.

Saturday truly went to the dogs. The day started with several handlers and their dogs who were profiled in *Dog Heroes of September 11<sup>th</sup>* at our booth. One of the dog/handler teams went to the signing to drive traffic to author Nona Kilgore Bauer's table.

"We shipped 130 books for the signing and came back to the booth with four copies, which is amazing," Anderson says.

Bauer was in good company during her signing time. On her left was Daniel Handler, aka Lemony Snicket, and on her right was Mary Cheney. In fact, we gave Cheney a signed copy for her and one for her parents—Dick and Lynne.



L: Author Nona Kilgore Bauer chats with the Pentagon's Lt. Denny Wayman and dog hero Benny. R: Lt. Col. Jim Ballard spoke about the book and his involvement with dog heroes.

That evening the festivities moved to the National Press Club for a cocktail reception that boasted two Pentagon attendees (see p. 1 for more info). Another high-profile guest was Dick Donahue, the features editor of *Publishers Weekly*. "I wouldn't miss it," he says.

The reception was a highlight for Greg Wiley, national accounts manager with GDS, too. "The *Dog Heroes* launch was the most exciting I've personally seen in 25 years of coming to Book Expo," he says.

The event didn't just come together overnight, and the exclusive, historical venue was secured by Jennifer Dodd Perumean, assistant editor. "It's wonderful to see months of planning and hard work come together so successfully," she says.

The days on the show floor were highly successful from advance planning, as well.

"We made great contacts with new people and solidified some existing relationships," Austin says. "Everyone—from Kennel Club to BowTie Press to GDS—helped make the show a success."



Karla Austin and Elizabeth Anderson were treated to a Pentagon tour by two lieutenants in the K-9 unit.

Sunday's in-booth signing of *The Dog Dictionary* was a hit, too. The authors signed 85 copies in less than 20 minutes!

"I'm pleased that this show represented a breakthrough for the staff of BowTie Press," echoes Norman Ridker, chairman of the board. "At this point, very little separates us from the most well-known and popular publishers exhibiting at BEA."

One of the most well-known faces in news is CNN's Anderson Cooper. In an "Anderson meets Anderson moment," Elizabeth attended an author breakfast where Cooper was speaking, with the goal of giving him a signed copy of *Dog Heroes*. "With all the Hurricane Katrina coverage he's done on both people and animals, I knew he cared about pets. I handed him the book and let him know that many of the dogs that worked 9/11 sites also did search and rescue at Katrina," she says. "Almost right after I gave him the book, his handler whisked him off to catch a flight. I love the idea of Anderson Cooper going to the airport and reading *Dog Heroes*! We aim high at BowTie Press."

—Elizabeth Anderson



Karla's new friends prove BEA was a poppin' fresh show!



# NEW FOR FALL 2006



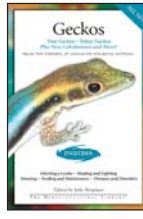
## Beginning Vivarium Systems: Lizards



*Lizards*, the first entry in this series, is written for youths 8-13! *Lizards* is an entertaining and informative book on caring for these scaly pets. Includes fun stickers!

**Russ Case**  
ISBN 1-882770-91-9, \$9.95  
Paperback, 120 pages, 5.5 x 8.5

## Advanced Vivarium Systems: Geckos



*Geckos* presents vital information, including housing and feeding tips. This book covers these intriguing and wildly popular lizards for gecko keepers of all experience levels.

**Edited by Julie Bergman**  
ISBN 1-882770-83-8, \$9.95  
Paperback, 120 pages, 5.5 x 8.5

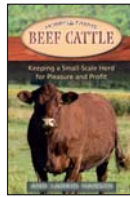
## Horse Trails Coast to Coast



*Horse Trails* is a travel guide to national and state parks, recreation areas, and wherever there are great places to go horseback riding.

**Vicki Hogue-Davies**  
1-931993-75-0, \$24.95  
Paperback with flaps, 312 pages, 6 x 9

## Hobby Farms: Beef Cattle



With detailed charts, a comprehensive glossary, fun tips and trivia, this companion edition to *Hobby Farm* instructs both new and seasoned cattle farmers on how to care for their herd.

**Ann Larkin Hansen**  
ISBN 1-931993-68-8, \$14.95  
Paperback, 160 pages, 6 x 9

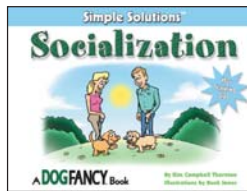
## Simple Solutions: Leash Training



Proper leash training opens doors for the disciplined dog. This book shows owners how to avoid common leash entanglements and incidents.

**Kim Campbell Thornton**  
ISBN 1-931993-79-3, \$6.95  
Paperback, 64 pages, 7.5 x 5.5

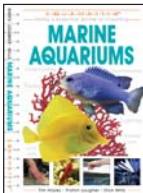
## Simple Solutions: Socialization



Learn how to virtually eliminate behavioral problems that inhibit a dog's ability to be around people and other animals.

**Kim Campbell Thornton**  
ISBN 1-931993-78-5, \$6.95  
Paperback, 64 pages, 7.5 x 5.5

## Aquamaster: Marine Aquariums



The latest in the Aquamaster series provides easy-to-follow tips on beginning the fascinating journey of setting up and maintaining a beautiful marine aquarium.

**Tim Hayes, Tristan Lougher, & Dick Mills**  
ISBN 1-931993-82-3, \$9.95  
Paperback with flaps, 96 pages, 6 x 8.25

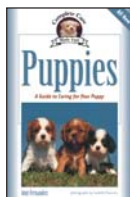
## Aquamaster: Pond Plants



This book offers instructions and illustrations for beautifying the ideal garden pond with the appropriate foliage and care.

**Derek Lambert, Graham Quick, & Philip Swindells**  
ISBN 1-931993-81-5, \$9.95  
Paperback with flaps, 96 pages, 6 x 8.25

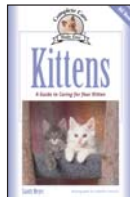
## Complete Care Made Easy: Puppies



From where to get a puppy to how to prepare a home for a new friend, *Puppies* is filled with helpful tips on life with a puppy and includes a useful glossary on all terms pup.

**Amy Fernandez**  
ISBN 1-931993-76-9, \$9.95  
Paperback, 168 pages, 5.5 x 8.5

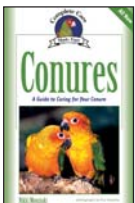
## Complete Care Made Easy: Kittens



Learn about kitten behavior—and why kittens can't be treated as just tiny cats. *Kittens* is filled with tips on choosing and nurturing your fluffy friend and maintaining a long and loving relationship.

**Sandy Meyer**  
ISBN 1-931993-77-7, \$9.95  
Paperback, 160 pages, 5.5 x 8.5

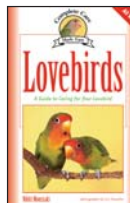
## Complete Care Made Easy: Conures



*Conures* profiles several commonly available species and is filled invaluable information on buying, caring for, and training these colorful companions.

**Nikki Moustaki**  
ISBN 1-931993-93-9, \$9.95  
Paperback, 168 pages, 5.5 x 8.5

## Complete Care Made Easy: Lovebirds



With helpful details on buying, caring for, and training these popular parrots, *Lovebirds* covers everything from behavior and housing to health and nutrition.

**Nikki Moustaki**  
ISBN 1-931993-92-0, \$9.95  
Paperback, 168 pages, 5.5 x 8.5

BowTie Press employees get 40% off!



## BowTie Press Partners: BowTie Magazines

**B**owTie Press has a unique relationship with BowTie Magazines. There are multiple synergies that exist between these two divisions of BowTie, Inc. A wonderful example of the partnership of these two is the recently released *Revive Your Ride* by Larry Lyles.

Lyles is an automotive restoration specialist and owner of LPL Bodyworks in Amarillo, Texas. He's been restoring cars for more than 30 years. What's more, Lyles has been writing for BowTie's own *Auto Restorer* for nearly 10 years. BowTie Press saw an opportunity to utilize this existing material, by an established author, in order to produce a book with a built-in market. The result is *Revive Your Ride*, a compilation of articles Lyles wrote for BowTie's *Auto Restorer* magazine.

*Auto Restorer* magazine's editor Ted Kade explains the appeal of publishing such a book: "We get a good deal of positive feedback regarding Larry's articles from *Auto Restorer* readers, who are pretty knowledgeable themselves." And with more than 51,000 active subscriptions to *Auto Restorer*, there is a sizeable fan base just waiting to purchase *Revive Your Ride*.

Another benefit of contracting writers from the magazines is that many are up to date on their industry's newest trends and

products. "Since Larry is still active in the paint and body business, he can speak to the latest product and procedure developments for the restoration of vintage vehicles along with the 'revival' of more modern cars and trucks as well." In this case, Lyles's expertise translates into sales for BowTie Press and excellent, current instruction for the consumer.

To make sure the consumer is assured of the book's quality, we often seek endorsements from industry leaders to place on the back of the book. BowTie's magazine editors often provide excellent endorsements and also refer BowTie Press to others who are more than willing to endorse the books.

For instance, editor Kade gave us an excellent endorsement for *Revive Your Ride*. Author Larry Lyles referred us to Joe Richardson, product development engineer of the Eastwood Company, who said: "Larry Lyles's unique ability to present direct real world information is of great benefit to novice and advanced restorers alike ... With clearly descriptive photos and text, Larry tells you what you need to do the job, how to do it, and how to avoid costly and time-consuming mistakes."

In addition to providing material for books, the magazines are excellent places to promote the finished product. *Auto*



*Auto Restorer* editor Ted Kade helped promote *Revive Your Ride*.

*Restorer* ran a review of *Revive Your Ride* in its May issue. BowTie Press also uses internal advertising to reach the target market. *Auto Restorer* will run ads of *Revive Your Ride* "so readers will go directly from an example of Larry's in-depth writing to the news that his book is now available," Kade says.

By purchasing the book, readers can then have all of their favorite auto articles in a single publication for quick reference. The conversion of the articles from magazine to book form—the synergy between BowTie Magazines and BowTie Press—is a catalyst for customer satisfaction.

—Kit Patterson

### New Face at BowTie Press

#### Jessica Knott Production Manager

Jessica Knott grew up in tiny Rhode Island but has resided in the Southern California area for the last 11 years. She has worked in publishing for the last eight years, in both acquisitions and production. Her recent experience before joining BowTie Press was as production manager for Greenhaven Press, a division of Thomson Learning. In her spare time, Jessica enjoys spending time with friends and family. She is also a violinist and has played music for over twenty years. On weekends, she teaches private violin lessons and performs periodically with a string quartet and a symphony orchestra.



### behind the book, from page 1

continued from page 1

capture the moments with keepsake Polaroids.

*Dog Heroes of September 11<sup>th</sup>* was also the focus at BowTie's cocktail reception at the National Press Club, in Washington D.C. In addition to the BowTie team, numerous dog-handler teams and media were there in support of the book, featuring speaker Lt. Col. Jim Ballard, deputy chief of the Pentagon's Special Operations Division and K-9 Program.

"We're very proud to be the ones to bring recognition to these human and K-9 volunteers and to help raise awareness of the importance of the work that they do for our country," says Andrew DePrisco, editor-in-chief of Kennel Club Books.

KCB partnered with the National Disaster Search Dog Foundation (NDSDF) to promote this book. A portion of the proceeds from this book will benefit the NDSDF.

In July, to prepare for the official launch of the book, a four-color blad will be included in a Booksense whitebox mailing, which will reach 900 independent bookstores. In addition, we've hired an outside publicist to promote the book and ensure that *Dog Heroes of September 11<sup>th</sup>* and the National Disaster Search Dog Foundation gain national media coverage.

The book will also be supported through an advertising campaign in our magazines, including *Dog Fancy*, *Dogs for Kids*, *Dog World*, *Dogs In Review*, *Pet Product News*, and *Veterinary Practice News*.

With memorable stories, interesting histories, and emotional photos, *Dog Heroes of September 11<sup>th</sup>* is a tribute to the unsung heroes of search and rescue that will capture the hearts of readers everywhere.

—Kit Patterson