



NEWS

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CIPA Meeting to Feature Panel of Public Relations Experts Saturday, September 21st, 2002

BROOMFIELD, CO, 9/6/02 – Are you on the easy road to powerful publicity? The Colorado Independent Publisher's Association will present a panel of public relations experts at its upcoming meeting on Saturday, September 21st, 2002. The program is designed to help small publishers learn how to promote their books, successfully and cost-effectively, through publicity. Panelists are:

- 1) **Tami DePalma**, a partner at **MarketAbility.com**, has landed high visibility articles and interviews with the heavy-hitters like Live with Regis, Wall Street Journal, New York Times, Investor's Business Daily, US News and World Report, and thousands of radio shows.
- 2) **Linda Doyle**, Associate Publisher, **Westcliffe Publishers**, began her book career as a part-time bookseller for Waldenbooks in Minneapolis in 1973. She was a sales manager, regional manager, and regional buyer for the bookseller. In 1995 she joined Westcliffe Publishers and brings expertise in PR and marketing from both sides of the equation – retail and publishing.
- 3) **Linda Winter** is the founder and president of the **Winter Group**, a Denver-based marketing communications and research firm. Established in 1978, Winter Group specializes in serving the needs of companies and organizations that market services and products to the K-12, higher education and library markets.
- 4) **Fred Holden**, of **Phoenix Enterprises**, is the author of *TOTAL Power of ONE in America: Discover What You Need to Know, Why and How to be a More Powerful Person and Citizen*.

The meeting will be held at the **Park Hill Golf Club**, 4141 E. 35th Street, Denver. Registration, networking, member presentations, and a continental breakfast begin at 8:00 a.m. The panel presentation, interactive discussions, and a workshop will take place from 10:00 a.m. to Noon. Program is free to CIPA members, and guests attend for \$15. **Media representatives are welcome to attend for free.** To register, call (303) 722-7200 or go to www.cipabooks.com.

Colorado Independent Publishers Association (CIPA) is a nonprofit statewide cooperative of independent book publishers. CIPA was created in 1992 for the express purpose of exchanging information on publishing-related topics and organizing cooperative marketing programs. It is an affiliate of Publishers Marketing Association (PMA) and Small Publishers Association of North America (SPAN). For more information, please visit the website at www.cipabooks.com.