



NEWS

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CIPA February Meeting: **THE Breakthrough Book Marketing Matrix**

BROOMFIELD, COLORADO – Colorado Independent Publishers Association will hold its next monthly meeting on Saturday, February 15, 2003. The topic will be ***THE Breakthrough Book Marketing Matrix That Opens Your Eyes and Gets You What You Want***. This month's 2 hour megasession will open publishers eyes to exactly what to expect from every marketing tool imaginable, and how to create a marketing plan for each book they release.

Guest speaker, **Kim Dushinski**, one of the Partners at **MarketAbility.com**, is passionate about using clear-cut strategies to create desired results and has a serious addiction to index cards. This "chocolate - peanut butter" combination resulted in **THE Breakthrough Book Marketing Matrix** and is going to change the way independent publishers think about book marketing .

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 presentation, followed by round table discussions, 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, but please register.** 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.

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