

The Author's ADVOCATE



Special Newsletter

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Infinity Publishing and Buy Books on the web.com

Infinity Author Wendy Coakley-Thompson Goes Mainstream with Kensington Books

Back to Life scheduled for re-release in September 2004

Meet Wendy at our October Conference and Book Fair

Wendy Coakley-Thompson, author of the **Infinity** novel, *Back to Life*, has secured a two-book deal with **Kensington Books**. The New York City based mainstream house will republish *Back to Life* under its imprint, **Dafina**, in September 2004. A second book by Wendy is included in the publishing contract and **Kensington Books** has it scheduled for publication in late 2005. *Back to Life* is Wendy's first novel.

Kensington Publishing Corp. is the last remaining independent U.S. publisher of hardcover, trade and mass market paperback books. 2004 marked their thirtieth year in business. From the time their very first book became a bestseller, **Kensington** has been known as an astute and determined David-vs.-Goliath publisher of titles from fiction and romance to health and nonfiction. **Kensington** accounts for about 7% of all mass market paperback sales in the U.S. Through the **Kensington**, **Zebra**, **Pinnacle** and **Citadel** imprints, the company releases close to 600 new books per year and has a backlist of more than 3,000 titles. They are considered a leader and innovator in such areas of publishing as African-American (**Dafina**), Gay and Lesbian, Erotic Romance (**Brava**), **Wicca**, **Alternative Health** (**Twin Streams**) and romance.

Wendy Coakley-Thompson has written articles and fiction for music and fashion/lifestyle magazines in New Jersey, her adopted home state, and in Nassau, Bahamas, where she was raised. She

graduated from Syracuse University with a Ph.D. in Education. Her work as a commentator for **Metro Connection** on **WAMU**, a Washington D.C. **National Public Radio** affiliate, earned her a 2003 Associated Press/Chesapeake Award in the Editorial category. **Coakley-Thompson's** scholarly work includes the dissertation entitled *The Use of Popular Media in Multicultural Education: Stressing Implications for the Black/Non-Black Biracial Student*. Wendy will be one of our featured authors at the **5th Annual Express Yourself... Authors' Conference and Book Fair** that will be held at the **Sheraton Park Ridge at Valley Forge, PA**, on **October 29 – 31, 2004**. Participants will have the opportunity to talk with Wendy and learn how she worked with her agent to bring her dream to life.

Tom Gregory, president of **Infinity Publishing**, said, "I was delighted to learn of Wendy's success in having her first novel re-released by **Kensington Books**. With **Infinity**, authors keep their options open for a mainstream publishing contract. This is why it is important for our authors to retain all the rights to their books. When they publish with **Infinity** under our unique non-exclusive publishing agreement they have an actual book to shop around to traditional houses with. Our publishing family at **Infinity** extends sincere congratulations and best wishes for her continued success as she travels along her new publishing path."

Publishing Industry Rocked by Guilty Verdict Against Ingram, Lightning Source and Amazon for POD Patent Infringements

On Thursday, March 4, 2004, a jury in a St. Louis federal court awarded the plaintiff, **On Demand Machine Corporation (ODMC)**, damages of \$15 million for print-on-demand patent infringements committed by **Amazon.com**, **Ingram** and **Lightning Source**. The defendants are appealing the verdict. However, the federal judge has the power to triple the judgment to \$45 million and order the defendants to suspend their POD publishing operations during the appeal process because they knowingly and willfully infringed on a valid patent.

Any court action to shut down **Lightning Source** would have a negative impact on those **Infinity** titles that our authors authorized to be put into the **LS** POD system to be assured of **Ingram** distribution to bookstores. If this occurs, it could shut down all of our competition as they all use **LS** as their printer. In a recent telephone call **Tom Gregory** spoke with **Larry Brewster**, Executive VP at **LS**, and learned that the appeal process could take 2 years. If the current district judge issues an injunction to shut them down, they would post a bond and continue in business until the appeal process is exhausted with the final verdict.

With the exception of the **Infinity** titles produced by **LS** for distribution through **Ingram** all **Infinity** books are produced in-house on our own equipment. We have our own in-house digital printing capabilities, and we always produce to an inventory and then ship from that inventory. This enables us to ship all orders within 24 to 48 hours. Our on-shelf inventory is replenished as needed using our innovative and service-marked “*just in time book publishing*” process—which is more efficient than single book printing to fill an order.

This is the dawning of the service age in which great customer service makes all the difference and prompt order fulfillment with quality books makes

for happy book customers. **Infinity’s “just in time book publishing”** combined with our return policy for bookstores and author friendly way of publishing and distribution produces wins all the way around. We earn our profit producing and selling our authors’ books, just as our authors earn a royalty on each book sold.

Four Authors Selected as Authors Who Make A Difference

Four **Infinity** authors have been selected to join our **AWMAD** program and 6 additional authors are currently involved in the pairing process of making matches with an appropriate **Make A Difference Advocate**. Our Spring 2004 selections for participation in this new publishing program are based on the positive persona of the author, the merits of the book to provide real world help to a significant segment of the population, and the history of book sales from publication release to date.

Natalie R. Gahrman, author of *Succeeding as a Super Busy Parent: 75 Practical Tips for Life, Love, Kids, & Career*, offers guidance for improving your personal and professional life. Natalie is pairing with **MAD Advocate Susan Sullivan**.

Judith Trustone, author of *Celling America’s Soul*, provides a prism to view the raw and dramatic stories of seven prisoners who counsel and teach within the walls. Judith is aligning with **MAD Advocate Lynda Kenny**.

Austin Camacho, author of *Successfully Marketing Print-on-Demand Fiction*, shares his experiences for effectively marketing his 2 novels.

Bert Whitehead’s second edition of his highly acclaimed book *Facing Financial Dysfunction: Why Smart People Do Stupid Things with Money!*

The announcement of these authors inclusion into the program was made by **AWMAD Co-Directors Jane M. Martin** and **John F. Harnish** during the **Virginia Festival of the Book Publisher’s Day**.

Take care and enjoy often...John