

Workshops on Textbook Development

by Mary Ellen Lepionka, author of *Writing and Developing Your College Textbook* (Atlantic Path Publishing, 2003), *Writing and Developing College Textbook Supplements* (Atlantic Path Publishing, 2005), and *Managing Your Authors* (Atlantic Path Publishing, 2006).

Your Resource for Textbook Writing and Publishing Mary Ellen Lepionka

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Publishers, executive editors, acquisitions editors, and development editors:

My workshops inform members of editorial departments and publishing teams about successful author management and textbook development in academic and higher education publishing. I provide practical information that empowers editors to provide trouble-free higher-quality products in time and on budget.

"Thank you for the informative seminar on marketing to the educational markets [at the Publisher's Marketing Association PMA-University in New York City, June 1, 2005]. You provided information that we are applying immediately to our publishing program."

--Clay Braznik, Director of Publications, Society of Actuaries

I am a former college instructor, curriculum developer, and inhouse development editor. Today I am a publishing consultant and freelance acquisitions editor, based on my 25 years of experience in the industry. I have worked with major publishers on more than 78 titles, including 28 first editions. I am also a publisher with three titles in print, including *Self-Publishing Textbooks and Instructional Materials* by Franklin H. Silverman, Ph.D. My resume, testimonials from authors, title credits, and reviews of my books are posted at www.atlanticpathpublishing.com.

In professional development seminars and workshops for people in higher education publishing, I adapt my core content to the specific interests and needs of your company, employees, group, list, or series. Participants receive free materials. I offer an expandable mixed format of lecture, discussion, hands-on practice, and individual application, with an emphasis on practical and ethical considerations in author management and textbook development. Main topics include:

- I. Basic Problem Prevention
- II. Author Management
- III. When the News Is Not Good
- IV. Textbook Development
- V. Coming in on Budget
- VI. Coming in on Time
- VII. Supplement Package Development
- VIII. Putting It Together

For more information please call me at 978-283-1531 or visit WORKSHOPS & CONSULTING at www.atlanticpathpublishing.com. I look forward to serving you.

–Mary Ellen Lepionka

