

FOR IMMEDIATE RELEASE

Contact: Mary Ellen Lepionka,
me.lepionka "at" verizon.net

PMA Affiliates | PMA Web Site Affiliates Page | PMA Newsletter | SPAN | IPNE
Announce-Only List | IPNE Members List | IPNE Web Site

PMA-ACADEMIC/EDUCATION EXHIBITS AT CSNE

4 April 2006, Foxwoods, Connecticut—Members of PMA's Academic/Education Special Interest Group exhibited at the College Stores of New England Super Regional Meeting and Buying Show, held at the Mashantucket Pequot Tribal Nation Casino and Resort.

Mary Ellen Lepionka of Atlantic Path Publishing exhibited her own and others' books for the higher education market at the CSNE show, with 23 offerings in all. Assisting her in researching the venue and staffing the booth were Kerri Wetherbee of Focus Publishing, Douglas Johnson of Live Model Books, and Ronald Silvia of SourceAid, LLC.

Over 200 college store buyers and managers of college preparatory school stores attended the event from New England states, New York, Pennsylvania, and New Jersey. Those who visited the PMA-Academic booth expressed interest in the books on display—especially study aids, reference works, professional preparation books, and titles relating to academic life—and in working with independent small publishers.

With PMA's assistance, the Academic/Education SIG is working on developing affordable opportunities for cooperative exhibiting and targeted direct mail marketing in our respective markets—preK-12 (School); teacher education (TE); higher education (College); professional, technical, and reference (PTR); and scientific, technical, medical (STM). Anyone publishing in one or more of these markets is welcome to participate.

To add your company to the Academic/Education SIG Directory, contact Julie Graddy, jgraddy "at" maupinhouse.com. To add your products to the Academic/Education Online Catalog, go to <http://www.acecatalog.org/demo.htm> or contact Doug Johnson, admin "at" livemodelbooks.com. To participate in the Academic/Education Listserv, send an email to academic-request@pma-online.com. Leave the subject line blank. In the body, type "subscribe academic@pma-online.com [your email address]", and send. To meet live members of the Academic/Education SIG, come to PMA-U in Washington, DC. We will meet on Tuesday, May 16, at 5 PM at the PMA-U Opening Reception.