

**2007-2008**

**MENTORSHIP PROGRAM**

**You're invited to participate in the 2007-2008 Mentorship Program, available only to ACP members.**

**CUSTOMIZED SESSIONS WITH INDUSTRY PROFESSIONALS**

The ACP mentorship program matches industry specialists with members from across the country for a one-day focused session on a topic of their choice. You are invited to participate and learn new strategies, refine office techniques, and benefit from an expert's perspective on challenges specific to your company.

**LEARN ON YOUR OWN TERMS**

Mentorship sessions are typically held over the course of a day where detailed problems are discussed and real suggestions are presented. There's no need to leave the office – ACP mentors will come straight to you in order to further their understanding of your specific business practices. The relationship you establish with your mentor does not have to end there. Each session comes with the possibility of a lasting professional relationship.

**MENTORS ARE READY AND WILLING TO WORK ON AREAS SUCH AS:**

- ▶ Acquisitions
- ▶ Book & Jacket Design
- ▶ Editorial Administration
- ▶ Business Planning
- ▶ Publishing Best Practices
- ▶ Publicity
- ▶ Export & Grant Writing
- ▶ Rights & Contracts
- ▶ Educational Publishing
- ▶ Sales & Marketing

**SIGN UP TODAY – SPACES ARE LIMITED**

Now being offered for the low price of \$100, mentorships are organized through the ACP Marketing Coordinator, based on a first come, first served basis. Fill out the Application form and return it as soon as possible to be matched with a Mentor, who will then contact you individually to arrange mutually convenient times and dates. Mentorships must take place by March 15, 2008.

**QUESTIONS?**

Contact Nicole Fera, ACP Marketing Coordinator, at 416-487-6116 x231 or by email at [nicole\\_fera@canbook.org](mailto:nicole_fera@canbook.org)

**APPLICATION DEADLINE IS  
 December 15, 2007**

The ACP acknowledges the financial support of the Canada Council for the Arts and the Department of Canadian Heritage



Canada Council  
 for the Arts

Conseil des Arts  
 du Canada



Canadian  
 Heritage

Patrimoine  
 canadien

*"I have noticed an improved atmosphere in the office and a greater willingness on the part of individuals to listen to their colleagues and try to collaborate on issues."*

- Linda Cameron,  
 University of Alberta Press

*"Being able to spend 'paid-time' with someone so knowledgeable...provided a cleansing of negative attitudes and [a] confidence White Knight was on the right road."*

- Bill Belfontaine,  
 White Knight Books

*"The session was a huge benefit, giving us ample time to ask specific questions of our mentor, to seek advice in a number of areas that have hitherto been shrouded in a kind of impenetrable mist, to actually sit with someone who has had great successes in this area and simply TALK about what they have done to make the inroads that they have made. Again, I say, this was a HUGELY beneficial session."*

- Brian Kaufman,  
 Anvil Press

## 2007-2008 GUIDELINES

New mentorship program requirement effective April 1, 2007

In order to ensure that all of the funding allotted by the Canada Council to our mentorship program is used, the ACP is introducing some new rules for the delivery of mentorships. Mentorships which do not require extensive travel on the part of the mentor must take place within 90 days of the approval of the mentee's application to the program. In the case of mentorships which do require travel, the ACP must receive a copy of the mentor's travel reservation (e.g. airline or train ticket) within 90 days of the approval of the mentee's application. Mentorships that fail to meet these guidelines will be deemed to have been cancelled, and the funding allocated to them will be directed to new mentorships on the program's waiting list.

## 2007-2008 MENTORS

### ACQUISITIONS

Jean Wilson, University of British Columbia Press

### BOOK & JACKET DESIGN

Bill Douglas, The Bang Design

Martha Sharpe, Publishing Consultant

### BUSINESS PLANNING / DEVELOPMENT

Philip Cercone, McGill-Queen's University Press

Diane Davy, Castledale Inc.

Bill Harnum, University of Toronto Press

David Caron, ECW Press

Krys Ross, Publishing Consultant

Marg Anne Morrison, Morrison Publishing Management

Karl Siegler, Talon Books

### CHILDREN & YOUNG ADULT

Bob Tyrrell, Orca Books (developing a list)

### EDITORIAL ADMINISTRATION

Philip Cercone, McGill-Queen's University Press

Bill Harnum, University of Toronto Press (acquisitions)

Peter Milroy, University of British Columbia Press (textbooks & scholarly)

Jean Wilson, University of British Columbia Press

Marg Anne Morrison, Morrison Publishing Management

### EDUCATIONAL PUBLISHING

Philip Cercone, McGill-Queen's University Press

Peter Milroy, University of British Columbia Press

Bill Harnum, University of Toronto Press

Karl Siegler, Talon Books

*"{Mentor} was so absolutely wonderful to speak with and I am overwhelmed with useful information that I can use to improve my business. Thank you, ACP and especially {mentor}. I just don't have the words to say how grateful I am and how blessed I am for having had a day of his time!"*

- Jacqueline Brown,  
 Jack Fruit Press

*"Thank you for this wonderful opportunity to learn from industry professionals to whom we would not otherwise have access."*

- Hiro Boga,  
 Oolichan Books

*"Many thanks - This was a very useful session for us."*

- Bob Tyrrell,  
 Orca Books

*"Sufficient time and well-spent - very effective training!"*

- Ruth Smith,  
 House of Anansi Press

*“It was very worthwhile to spend time with (mentor). We immediately felt at ease to share our successes and failures within our business.”*

- Gail Lovig,  
Company’s Coming

*“This was a wonderful opportunity for us to learn from someone with experience and knowledge - someone who faces the same challenges we do. I can safely say that already our approach to marketing is vastly improved.”*

- Donna Francis,  
Creative Book Publishing

*“It was very useful for [my mentor] to come to Saskatoon. We met in my office and during the course of discussions, I showed him the shipping area and a selection of our books, ran off material from my computer, and had papers and documents on hand to consult. We were also able to call upon the department administrator to clarify some financial issues and procedures.”*

- Perry Millar,  
University Extension Press

## **EXPORT**

Jack David, ECW Press  
Bob Tyrrell, Orca Book Publishers (children & young adult)  
Peter Milroy, University of British Columbia Press  
Barbara Howson, Publishing Consultant

## **GRANTS**

Diane Davy, Castledale Inc.  
Jack David, ECW Press  
David Caron, ECW Press  
Krys Ross, Publishing Consultant  
Jennifer Murray, Publishing Consultant  
Martha Sharpe, Publishing Consultant  
Marg Anne Morrison, Morrison Publishing Consultant

## **INVENTORY MANAGEMENT**

Dani Lacusta, Douglas & McIntyre  
David Caron, ECW Press  
Marg Anne Morrison, Morrison Publishing Consultant

## **MARKETING**

Diane Davy, Castledale Inc.  
Melissa Pitts, University of British Columbia Press  
Bruce Walsh, Publishing Consultant  
David Caron, ECW Press  
Jennifer Murray, Publishing Consultant  
Dan Aronchick, Out-Think Inc.  
Monique Trottier, Work Industries

## **ONLINE MARKETING**

Allan Zuk, Freelance Creative Consultant

## **PUBLICITY**

Bruce Walsh, Publishing Consultant

## **PUBLISHING BEST PRACTICES**

Jack David, ECW Press  
Jean Wilson, University of British Columbia Press  
Bill Harnum, University of Toronto Press  
Krys Ross, Publishing Consultant  
Martha Sharpe, Publishing Consultant  
Marg Anne Morrison, Morrison Publishing Management

## **RIGHTS & CONTRACTS**

Marilyn Biderman, McClelland & Stewart Ltd.  
Barbara Howson, Publishing Consultant  
Marg Anne Morrison, Morrison Publishing Management

# APPLICATION FORM

## 2007-2008 Mentorship Program

*"[The mentee] was very receptive and knew what she wanted out of the session. I feel I was able to answer the need – and I really enjoyed getting to know her. A very worthwhile program."*

- Diane Davy,  
 Castledale Inc.

*"The mentoring process was VERY beneficial to my company. The timing was perfect. ... [My mentor was] very good at asking the right questions, listening, and then sorting through the issues to come up with some very straightforward and doable recommendations."*

- Laurie Brinklow,  
 Acorn Press

*"Our mentoring meeting was beneficial in countless ways. [Our mentor] gave us excellent practical solutions to specific problems we face, such as foreign rights and inventory accounting, and also provided great general advice regarding our direction and future. It was an inspiring experience."*

- John Samson,  
 Arbeiter Ring Publishing

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I wish to have a mentorship on the following topic:

- Acquisitions
- Book & Jacket Design
- Business Planning
- Children-Young Adult
- Editorial Administration
- Educational Publishing
- Export
- Grants
- Inventory Management
- Marketing
- Online Marketing
- Publicity
- Publishing Best Practices
- Rights & Contracts
- Systems & Royalties Management
- Other \_\_\_\_\_

I want to discuss:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

I would like to request a specific mentor: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this form to:  
 Nicole Fera, ACP Marketing Coordinator  
 174 Spadina Ave, Suite 306  
 Toronto, ON M5T 2C2  
 Fax: 416-487-8815

**APPLICATION DEADLINE: December 15, 2007**