

PALA Q&A

Publishers Association of Los Angeles

WHO

The Publishers Association of Los Angeles is a trade association of LA area publishers and support industry members who want to gather periodically in the local area for business and career development. There are no restrictions to membership at this time -- if you are involved in publishing, you are invited to join PALA. Interim officers include:

President:	Jeff Black, iFilm
Vice President-Membership:	Susan Goland, EquiLibrium Press
Secretary:	Les Boston, Stone and Scott Publishers
Treasurer:	Carolyn Allen, Sunshine By Design

WHAT

PALA has three elements to our mission: Education, Networking and Resources. We will hold regular group meetings to provide these elements of the publishing world for our members and visitors.

Current “Member Benefit” committees that are forming include:

- Regularly scheduled “Program” meetings
- Web site
- Email Newsletter
- Yahoo Discussion Group
- Membership Directory
- Cooperative mailings
- Cooperative local event marketing
- Vendor list and benefits for members
- Meeting summaries on Web and in newsletter

WHEN

PALA is holding its Kickoff Meeting on May 27, 2003 in conjunction with the PMA-University reception. Meeting schedule will be determined by member preferences – suggestions range from every 2 to 3 months.

Our first local PALA program meeting will be

Tuesday, June 10, 7p.m.
Take One Bookstore, West LA
Topic: “BEA Follow-up”

Details are on our web site: www.sunshinebydesign.com/PALA

WHERE

PALA opens participation to all publishing industry participants in the greater LA area – from approximately Santa Barbara to Orange County. If you live beyond those reaches and want to join, you’re quite welcome!

WHY

PALA provides better business networking for publishers, regular education about business and publishing practices, and information about resources available through PALA membership, the PMA and industry vendors. PALA also provides an effective

way for members to share their experiences with one another and collaborate in local marketing and/or business opportunities.

HOW

You can become a member of PALA by signing up at one of our upcoming meetings, or sending your Membership Application and annual dues to: Carolyn Allen (PALA), 7742 Redlands Avenue, #3041, Playa del Rey, CA 90293

Founding Members: \$50 until May 27 (First meeting)

Annual dues: \$75 per person

Your participation in one of our working committees is encouraged – member benefits will be developed ONLY in those areas in which a working committee commits to the project. Bring to a meeting, or send your check with your PALA Membership Application to our Treasurer: Carolyn Allen, PALA, 7742 Redlands St #3041, Playa del Rey, CA 90293

5-19-2003