

PALA UPDATE – May 20, 2003

We accomplished much at the steering committee meeting on Saturday, May 17, 2003. We know we have a lot of information to share today but please take time to read everything. Many people have been working hard to make PALA a success.

Highlights (for your calendar):

1. PALA's launch meeting: Tuesday, May 27, 2003, 6:00 p.m., Wilshire Grand Hotel, 930 Wilshire Blvd. Please join us.
2. Join PALA by 5/27/03 for a reduced rate: dues are normally \$75/year--until 5/27/03, you pay only \$50.00. Make your check out to PALA.
3. Save the date: Our first regular program meeting, "Maximizing BEA" will be held on Tuesday, June 10, 2003, at 7:00 p.m. at Take On Bookstore, 11516 Santa Monica Boulevard, WLA (5 blocks west of the 405), \$5.00.

Several members asked about parking for the May 27th Kickoff Meeting at the Wilshire Grand and the following tips are being shared for your convenience:

Found info on parking -- best bet is across street. map here:
<http://www.7fig.com/map.cfm>

Hotel site has list -- says early entry here is \$7.
<http://www.wilshiregrand.com/english/facilities/valet.html>

We can give validated reduced rate (\$8.00) parking stamps to those who attend the launch meeting on Tuesday.

See you on Tuesday, May 27.

MINUTES Meeting of Steering Committee for Formation of Publishers Association of Los Angeles (PALA) May 17, 2003

Members present: Carolyn Allen, Jeff Black, Les Boston, Jerry Chavers, Rosemary Cohen, Susan Goland, Sharon Goldinger, Yvette Stern, Gerry Stern, Gary Young

Meeting was called to order at 9:35 a.m. by Organizing President Carolyn Allen.

1. Inaugural Meeting of PALA May 27, 2003, 6:00 p.m. at Wilshire Grand Hotel

1. a Carolyn reported that Sir Speedy Printers will sponsor the meeting. There was discussion of seeking other sponsors and of leaving Sir Speedy as the only sponsor. Sharon, who is in charge of the meeting, will plan in terms of the one sponsor.

1. b. Jeff distributed copies of flyer promoting the meeting. Methods of distribution were discussed. They will be placed on the "Affiliate Table" at the PMA-University (PU), and a second version will be made available for distribution at BEA booths of PALA members. Flyers or notices will again be emailed to all PMA members and prospective members.

Carolyn, Sharon, and Jeff reported that they passed out flyers at the L.A. Times Festival of Books; Gary had flyers in the IWOSC booth, also. Carolyn reported that she met with reps from *Pages* magazine and members of UCLA's Community Outreach group who expressed an interest in possibly promoting PALA in the future.

1. c. In discussion of the meeting, Sharon indicated ways she would handle greetings of attendees, tables, displays, refreshments, and other details and called for assistance by committee members. Gary, Yvette, and Gerry agreed to assist Sharon at 5:45 p.m. Anyone else interested in assisting should email Sharon directly at pplspeak@norcov.com.

Carolyn supplied PALA ribbons ("Ask Me About Publishers Association of Los Angeles") for steering committee members to wear during PU sessions. Members can heighten interest in PALA through all contacts with PU enrollees.

There will be a sign on the Affiliate Table alerting people to the emergence of PALA as a new affiliate group. Ideally, PALA members will be at the table regularly to answer questions about PALA. Volunteers are needed at all PU hours, especially at breaks. Please indicate availability to Carolyn directly at Carolyn@sunshinebydesign.com

1. d. Jeff will conduct the meeting as indicated in the agenda. If timing and events permit, steering committee will meet after the session ends to analyze implications of the session.

2. Beyond Inaugural Meeting: PALA Organization

2. a. Carolyn presented PMA Affiliate requirements with a suggestion that interim officers from the steering committee serve until elections can be held and an official board installed in September, the steering committee to function as the board until that time.

Pro tem officers elected include:

Jeff Black, president
Susan Goland, vice president-membership chair
Les Boston, secretary

Carolyn Allen, treasurer

Susan and others will seek a qualified and pro bono accountant to assist with financial management. Carolyn will assist with obtaining a DBA, setting up a bank account, and reporting finances to the steering committee/board.

- 2.b. After a review and discussion of benefits from other affiliates, it was decided that PALA would offer the following benefits: regular program meetings, newsletter, website, online discussion group, membership list or directory. In the future, PALA would like also to offer co-op marketing opportunities and vendor discounts. The following steering committee members offered to get processes started.

Jeff Black assisted by Rosemary Cohen will work on programs for meetings.

Carolyn Allen assisted by Susan Goland will produce a newsletter.

Jerry Chavers will build a website.

Yvette Stern will set up a bulletin board for ongoing discussions, Q&A, etc.

Susan Goland will be Membership Chair, assisted by Jerry, Yvette, and others to work on a membership list and directory.

- 2.c. Sharon distributed membership applications and membership categories and dues from other PMA affiliates. After discussion, it was decided that there be one level and one category of membership. Focus is to be on publishers; authors, vendors, and others may join. Dues will be \$75.00 per person, annually. Any publisher (or other person associated with the publishing industry) joining or committing before or on May 27 will be considered a founding member for whom first-year dues will be \$50.00. It was agreed that a short membership form be used for the immediate future (see attached). A longer application will be sent to members after they join.

It was noted that one need not be a member of PMA to be a member of PALA. PMA will, however, allow \$26.00 of PMA dues to go to PALA.

Meeting fees will be based on cost of the meeting (i.e., meal, special speaker, etc.).

- 2.d. June and July Meetings

Carolyn reported that Jan Nathan has contacts at West Los Angeles College, which could be a potential meeting site and which seems to offer a good compromise for distances. Other places will be considered. Sharon will locate facilities for our meetings.

June 14 and 21 (Saturdays) were suggested as workable dates. A choice will be made in conjunction with choice of site arrangement. A date for a July meeting was not discussed; Sharon will coordinate the date and location with Carolyn and Jeff.

Jeff suggested that the June meeting program be "Maximizing BEA," devoted to ways of

using, building on, taking advantage of information and actions produced by Book Expo America.

Sharon noted that there will be costs for running those meetings. It was agreed that there be a \$5.00 per person charge for the first meeting (at which "light" refreshments will be limited to something such as water and cookies).

After discussion, it was agreed that the time for meetings should be set to allow the steering committee to meet an hour before program meetings.

The meeting was adjourned at 11:10.

Submitted by
Les Boston

* SEE NEXT PAGE FOR THE MEMBERSHIP APPLICATION FORM

PUBLISHERS ASSOCIATION OF LOS ANGELES (PALA)
MEMBERSHIP APPLICATION

Yes, I would like to become a member of PALA:

_____ General Membership (\$ \$75/yr)
_____ FOUNDING MEMBER SPECIAL:
\$50/per person if received before May 28, 2003

Name _____

Name _____

Name _____

Company Name _____

Address _____

City, State, Zip _____

Telephone # _____ Fax # _____

E-mail address: _____ Web URL: _____

of titles in print: _____

Services offered: _____

Dues paid \$ _____ on _____ (date).

Bring with your annual dues to to meeting or mail to:

Carolyn Allen, PALA
7742 Redlands Ave. #3041
Playa del Rey, CA 90293