Passing the torch: Selecting a successor to write future editions

Finding a successor for your textbook(s) can be a daunting, arduous task. At TAA’s June conference, veteran authors Robert Christopherson, Michael Sullivan, and Karen Morris presented a session sharing strategies for finding a successor and successfully transitioning the future editions of your texts. The following is an overview of that presentation, highlighting ten tips to facilitate successor author transitions—“passing the torch.”

1) If you already have a successful coauthor arrangement, making the transition from the coauthor to your successor is a logical choice. Make sure all contract stipulations regarding succession are thoroughly discussed and agreed to before entering into the succession process.

2) Use your ancillary and lab manual, or test bank authors, as a proving ground for potential coauthors. The benefit of this strategy is that you already have vetted these authors both in terms of their writing and collaboration styles.

3) Phase through a developmental editor (DE) process. Many publishers assign developmental editors to work with authors on text editions. These DEs serve several functions, from reading a manuscript from a student’s point-of-view, to content editing, to improving writing, to verifying research and text accuracy. After several texts with the same DE—and if you are lucky to have a DE with a degree in your field—there is the potential that this DE knows you and your text well and might be a candidate to coauthor, or your experienced DE might be engaged to assist other coauthors that are selected, for some continuity in the transition.

4) Consider the evolving succession process: contributing, then to collaborating, then to coauthoring. The typical succession process for authoring textbooks takes a contributing... continued on page 6

President’s Message

Big things are happening at TAA! Let me begin by introducing myself. I am TAA’s new President. I am very honored to serve in this capacity and look forward to the challenges. Many kudos to Mary Kay Switzer, the outgoing President. I have big shoes to fill.

My background—I write in the law discipline, with my works including two business law textbooks, a treatise on New York Criminal Law, newspaper and periodical articles on various legal issues, and a blog for Cengage on the legal underpinnings of news stories that appeal to our students. I have taught business law at Monroe Community College for 33 years as well as served as an elected Town Justice for 19 years. Being both an author and a lawyer gives me a unique perspective with which to view the opportunities and issues that lie ahead for textbook and academic authors, as well as TAA.

I am pleased to announce that in August we welcomed our new Executive Director, Michael Spinella. He topped a long list of well-qualified candidates, and brings great and relevant management experience. Most recently he was Executive Vice President of ITHAKA, which assists the academic community to utilize... continued on page 2
New Executive Director Michael Spinella

“Education is not the filling of a pail, but the lighting of a fire.” —William Butler Yeats

Greetings everyone! I’m honored and excited to have started in the role of New Executive Director at TAA, and I look forward to interacting with you in the future. I want to express my thanks to Richard Hull, the TAA staff, our President Karen Morris, and the Council members for the way they have welcomed me into the organization and helped me climb the learning curve. I’m also very grateful to Michael for agreeing to stay on as a Senior Advisor. He’ll be handling special projects and helping me get up to speed on TAA past practices and policies.

While considering what to say in my ‘inaugural’ column, I ran across a quote from the 20th century Irish poet, W. B. Yeats, presented above as the title of this column. Yeats’ words struck me as singularly appropriate for this occasion. Imagine if each of us brings this thought to our work every day as educators, as writers, as communicators of ideas! I will work every day toward developing TAA as a source of inspiration and support—a spark of fire—for the authoring community we serve.

As I write this, I am two weeks into my new role, so, truth be told, there is still some ‘pail filling’ to do before the ‘fire’ may safely be lit. I am enjoying getting to know the staff and Council members. They are, I’ve already discerned, as diverse and talented a group as you’ll find in many a larger organization. Together, our aim is to enhance your contribution and efficacy as authors, because we recognize the craft of writing is essential in educating students, in documenting discoveries, and in communicating scholarly thinking and insights.

Finally, I invite you to share your thoughts and ideas for improving and expanding TAA’s services and products. What keeps your own fire burning? You can share widely by participating in our listservs and other media for member interaction, or you can write me directly (michael.spinella@taaonline.net). I also encourage you to explore TAA’s website at www.TAAnline.net for the many resources available to you. Watch for the launch of TAA’s new website this fall!

I look forward to hearing from you.

Michael Spinella

Richard Hull is moving to a new role in TAA

I have had eight really extraordinary years as Executive Director of TAA. What a terrific opportunity it has been meeting the greats of so many fields of Academe! It has been my great pleasure to work with the TAA staff and Council to grow TAA as an association, reinvigorating great ideas like those of chapters and workshops, and bringing academic authors into full parity with textbook authors within the Association!

In addition, it has been personally satisfying working with authors on their publishing pursuits, seeing them adapt to an ever-changing industry and adopt the proven techniques of productive, daily writing.

The Council has wisely extended the invitation to become Executive Director and Chief Executive Officer of TAA to Michael Spinella. I am completely in accord with this decision and support it enthusiastically.

In addition, the Council has invited me to continue in association with TAA in the role of Senior Adviser to the Executive Director. My role in the organization will be to help smooth the transition to new leadership and to assist as the Executive Director wishes.

Many thanks to Council members, present and past, for the privilege of leading this organization! And a huge expression of appreciation to the loyal and gifted staff with whom it has been my privilege to serve these eight years! Finally, I want to express my deep and excited appreciation to Michael Spinella, who has chosen TAA over other attractive alternatives as the place where his heart will truly and righteously reside!

Richard Hull, Ph.D.

President’s Message: continued from page 1

digital technologies to preserve scholarly works, and Managing Director for JSTOR, the digital library. Many of you have encountered JSTOR at your own institutions. It digitizes journals and other scholarly materials. JSTOR provides access to its databases to about 8,000 institutions in more than 160 countries. During his tenure, Michael grew the digital library’s archive almost threefold, introduced new products, and launched a new JSTOR business that serves journal publishers.

Earlier in his career Michael served as Director of Membership, Circulation and Meetings for the American Association for the Advancement of Science. Among other accomplishments, he established a strong national and international membership base.

The skills he acquired in these positions will serve TAA well. Our organization’s governing Council is excited to benefit from Michael’s expertise.

He too has big shoes to fill. TAA is indebted to Richard Hull, outgoing Executive Director, for his many critical contributions to the Association. During his tenure TAA nearly doubled membership while also achieving an increase in net assets. In addition, the Authors Coalition of America funding received during his tenure was utilized strategically to expand TAA’s offering of benefits such as workshops, audio conferences and webinars, and the grant program. Moreover, TAA’s newsletter—The Academic Author—was updated, a social media plan was implemented, and the chapter program was revived. Richard also wrote many articles and blog posts, and gave numerous interviews promoting the organization. He modestly credits TAA’s staff and they too deserve applause. Nonetheless, these accomplishments would not have occurred without strong direction from the top. We are grateful and look forward to Richard continuing to play an important role with TAA, mentoring new authors, helping out with special projects, and advising our new Executive Director on a variety of topics.

So, the state of our organization is Strong and On-The-Go. Stay tuned for new directions and strengthening of current pursuits. It should be a great year for TAA!

Sincerely,

Karen Morris
The value of using social media to broaden your academic reach

Tanya Golash-Boza, Ph.D., is an associate professor of Sociology at the University of California, Merced. She is widely published, with her academic works including academic and trade books, textbook chapters for edited volumes, and journal articles. Currently she is working on two primary projects, one being a book on the lives of people deported from the United States, and the second being a sociology textbook on race and racism.

Golash-Boza has successfully utilized social media in her academic career for the past several years. She is the author of three popular blogs, including her academic blog entitled Get a Life, PhD, Weekly Tips on How to Succeed in Academia and Have a Life Too.

Here Golash-Boza shares her insights on the value of utilizing social media to broaden your academic reach.

**TAA: How did you get started using social media in your academic life?**

Tanya Golash-Boza: “Like many academics who were out of graduate school once social media gained popularity, I was reticent at first. Nevertheless, I decided to join Facebook at the encouragement of a colleague who wanted members of an association with which I was involved to join a Facebook group. I joined Facebook in 2007. Over the years, I have learned more about how Facebook can be a useful tool. I joined Twitter at the suggestion of a friend who thought I would find it engaging. He was right. I started a blog when I took a year-long sabbatical with my family and wanted to record the experience. When I first began my blog, it took the form of a live journal—I used it to record my reflections and thoughts on whatever was going on in my life. Over time, however, I decided to try and figure out what makes a blog work well. I enjoy a challenge, and it was fun to learn a new writing style. I learned that blogs should have a consistent theme. Thus, I divided up my blog into three blogs, each with a different theme. I was surprised that my blog on academic life quickly became the most popular of my blogs.”

**TAA: Do you consider social media a good marketing tool for your books and other academic writings?**

TGB: “I think it is. However, for social media to be a good marketing tool, you have to be plugged in to the right networks on social media. This is feasible, but takes time. Because I have many connections on Facebook and Twitter, when I post links to my articles there, hundreds of people who may be interested have access and can download and share the articles. It works well to use a variety of platforms as they work well together. For example, if you are presenting at a conference, you can upload the slides to SlideShare, post your paper on Scribd and Academia.edu and post links to each of these on Facebook, Twitter, and LinkedIn.”

**TAA: Which platforms do you consider to be the most productive/worthwhile and why?**

TGB: “I think that a blog and a Twitter account are the most useful. However, the user should also have a site where he or she can post articles. Ideally, if you publish an article, you should be able to post a version of the article online on your website, write a brief blog entry about the article, and then tweet a link to the blog post. That strategy has the potential to magnify your audience. Blogging about your work can also help improve your writing as it forces you to try out a new writing voice.”

**TAA: Can you share any tips or suggestions on how/where an academic should start in terms of using social media as a tool?**

TGB: “One place to start is to post past articles that you have published on a website. Then, create a Blogger and Twitter account. Each week, post a summary of each article you have published and tweet the link to the blog. Check out the article “LSE produces new Twitter guide for academics” (The London School of Economics and Political Science website: http://bit.ly/13FwhBH) and begin to follow other Twitter accounts and post interesting links to create your own following. Once you have summarized your own articles, summarize an article in your field each week and post the link. Use labels in your posts both to direct users to related articles and to keep track of summaries yourself.”

**TAA: Do you have any strategies for maintaining a successful networking presence on social media? For example, how often to blog or post on the various platforms?**

TGB: “A successful blog usually requires at least one post a week. Blogs should have a consistent theme and each post should include a relevant image. You can get images that are in the public domain from flickr.com. A successful Twitter account usually has a few tweets a day.”

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Does ‘first sale’ mean fewer sales?

By Steve Gillen

Soon after the Supreme Court’s decision this past spring in *Kirtsaeng v. John Wiley & Sons*, a story in *The New York Times* gave voice to a widespread concern that a doctrine called “first sale” would soon swallow up a U.S. copyright owner’s right to control and limit importation and redistribution of not only textbooks intended for foreign markets but also of e-books not intended for lending (library or personal).

The *Kirtsaeng* case turned on a contest for priority between apparently conflicting provisions in the Copyright Act—one setting out the “first sale” doctrine and the other dealing with a copyright owner’s right to control importation of copies of their work.

The Supreme Court tipped the scales in favor of first sale and interpreted the right to control importation as essentially non-existent for all practical purposes. 1

In the print world, the *Kirtsaeng* decision affects college textbook publishers and authors most significantly. Until *Kirtsaeng*, they were able to sell copies of their U.S. textbooks at deep discounts to customers in developing nations that could not otherwise afford to purchase them. This allowed the textbook publishers to increase their print runs, drive down their per-unit cost of goods sold, spread development costs across more units, and exploit marginal or sub-marginal markets. After *Kirtsaeng*, that strategy and those markets were lost.

U.S. textbook publishers’ initial reaction to *Kirtsaeng* has varied. Cengage has announced publicly that it is adopting a new global pricing strategy based on U.S. pricing. Pearson appears to be doing likewise plus moving toward localized editions. According to comments on an earnings call, Wiley seems to be relying on a trusted distributor model coupled with a shift toward digital, increased international prices, and localized or differentiated editions. And although publishers may adopt a variety of strategies in response to *Kirtsaeng*, there’s no indication that the expansion of first sale has ended. E-books might have been the next casualty, but for an even more recent digital music case, decided after *Kirtsaeng*.

Publishers’ ability to control what becomes of an e-book after it leaves the digital store shelf is obviously a concern because of the ease, speed, and low cost of copying digital works. E-books, after all, are not subject to the practical limitations of reproducing and distributing paper copies. There is no cost of paper and ink. Press and bindery time are not required. The cost of holding an inventory is minimal because you need only one master copy and it requires no physical space. There is no counterpart to the packing and shipping cost of a product with some heft. The time it takes to move a copy from point A to point B, no matter the distance, is measured in micro-seconds. And each copy is indistinguishable from the original, with none of the wear and tear that the original physical copy experiences over time and none of the degradation that each new generation of product suffers.

So, it has become the norm for e-books to be licensed rather than sold. This has meant that first sale did not come into play. How could it, when there was never a “sale” transferring ownership of a copy but merely a lease or license? Moreover, the end user license served as a binding contract with enforceable contractual restrictions on what the end user could do with a licensed copy.

But, a case decided just a few weeks after *Kirtsaeng* holds hope for ebook publishers—a New York district court held that the secondhand market for music downloads operated by a company called ReDigi could not use the first sale doctrine as a shield against Capitol Records’ copyright infringement claims. ReDigi had launched a web-based business that invited users to re-sell their legally acquired digital music files and buy used digital music from other ReDigi users at a fraction of the price then available from iTunes. When a user “sold” a digital music file in this secondhand market, ReDigi deleted the original file from the seller’s computer and uploaded a copy to its server in Arizona, where a buyer could access or download it.

In reaching its decision that the service provided by ReDigi infringed the copyrights of Capitol Records, the Court explained that, as a technical matter, the laws of physics render it simply impossible for a “material object” to be transferred over the Internet; a digital file can come to be on a buyer’s computer only by being “saved” or reproduced there. To the Court, the fact that the original copy had been deleted didn’t matter. What mattered was that a new copy had been created. Therefore, ReDigi was not exercising the distribution right—which is insulated from an infringement claim by the first sale doctrine. Instead, it was exercising the reproduction right, which the first-sale doctrine does not insulate from claims of infringement.

This reasoning would apply with equal force to any attempt to establish a secondhand market for e-books. Like a digital music file, an e-book is technically not “distributed” to the buyer; instead it is reproduced on the buyer’s device. In the case of a second hand sale, presumably the original copy would then be deleted from the seller’s device. This process implicates the reproduction right rather than the distribution right, according to the ruling in ReDigi, and so first sale would not serve to insulate the transfer from a copyright infringement claim.

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1. TAA filed an amicus brief in support of the publisher’s position in the *Kirtsaeng* case and, although its arguments did not ultimately carry the day, its brief was sufficiently persuasive to be cited by Justice Ginsberg in her dissenting opinion.

Steve Gillen is a lawyer and partner in the intellectual property firm of Wood Herron & Evans and has focused his practice on publishing and media matters for nearly 35 years. He is a TAA Council Member and a regular speaker at TAA conferences. sgillen@whe-law.com
Writing gifts: Blogging about academic writing

By Patricia Goodson and Maggie Huerta

Peter Elbow once recommended that authors should try to write for non-evaluative audiences; they should experiment donating their writing as precious gifts to readers who would not judge, evaluate or critique, but would merely enjoy the words and ideas. For academic writers like us — subject ad nauseam to evaluations and tearing apart of our writing — having a venue where we write merely for the pleasure of writing what others enjoy reading is strong medicine. Medicine that can heal the handicap of destructive feedback, nourish the “writing soul”, prevent abject loneliness during the process, and restore the hope that, yes, we can, in fact, write something others might actually want to read!

Here is the story of how a group of graduate students and faculty at Texas A&M University began heeding Elbow’s advice.

These students and faculty are writing-support volunteers. They (or, I should say, we) provide useful feedback for our peers’ academic writing through a service we call POWER. Although you would be hard pressed to find more motivated or enthusiastic volunteers, not all of them love to write. But a few, do, and very informally had begun to write their own blogs about graduate student life and academic writing, sharing their posts with close friends, family and, occasionally, with each other. And as these pieces were shared among the POWER group, everyone wanted more: more of the beautiful writing from authors we knew personally, more of the inspiring and moving words that fueled our motivation to keep forging ahead.

So we decided to post our writing, a bit more regularly, on the POWER site. Nothing fancy; just for us; no expectations. At least, initially. As the pieces were posted, authors began to feel the pleasure of receiving a “thank you!” for what they had written, or a note saying “That is exactly what I needed to hear, at this moment!” Merely gratitude and appreciation; no evaluative feedback. We got hooked.

Eventually, to meet our own demand, we had to create an “official” Blog at the POWER website, along with a structured system of weekly postings, and authors signing up to post on a given week, months in advance. We still write for ourselves but, through our own networks, our writing reaches more readers than we ever intended or expected — and the non-evaluative acknowledgements keep coming in!

Through the POWER Blog, we found a venue for “gifting” our writing to each other, for supporting each other’s work and development as writers, and for practicing! Yes: the POWER Model of writing we adopt emphasizes practicing writing, so we get a chance to practice both writing and editing. At the start of a long semester, we call for volunteer writers and editors. Folks sign up for a certain week in the semester, and some volunteer as editors for all entries in a particular month. To guide writers on what to write, we structured each week to have a specific theme:

- The Graduate Student’s Writing Life (perspectives of struggles, victories, lessons learned as a graduate student);
- Tips and Tools for Writing Productivity and/or Quality (ideas and/or resources to propel writing productivity and quality);
- Tips and Suggestions to Improve Writing Quality (focused on ways to start an article, thinking about audience, ways to remember grammar rules);
- Others’ Writing about Writing (i.e., books, blogs, articles, interviews, posts, newsletters);
- Other (any topic related to academic writing or academic life that doesn’t fit into the other categories). The themes serve merely as guidelines, and authors are free to address other topics, as well.

A simple idea. A modest beginning. A small set of flexible parameters. Together, yeasting a beautiful, unexpected outcome: authors writing for the sheer pleasure of bearing gifts of gentle words garbed in strong encouragement (that extra-strength pain reliever for the soreness of academic life...).

This is our story. What is yours? What strategies have you been using to “gift” your writing to others, for the simple pleasure of giving, supporting, or encouraging? If you have considered starting an academic writing group (or a blog group) and would like feedback on your ideas, please feel free to contact us. Meanwhile, come visit our Blog (http://power.tamu.edu/Blog) — even though we still write mainly for each other, we would welcome your company and (non-evaluative) feedback.

3. POWER is an acronym standing for Promoting Outstanding Writing for Excellence in Research.
author working on boxed features or individual chapters, into a transition to collaborating more extensively on an edition, then to actual coauthoring status. Success at each stage moves someone into consideration for being a successor. It is important to involve your potential successor’s viewpoint in every aspect of the production and design phases, including features, color palette, layout, and, of course, content. Creating a detailed style guide keyed to your text makes this step of the process efficient.

5) Ask for writing samples and run test trials. Always ask for writing samples from prospective collaborators and coauthors to assess how much is involved in breaking in the candidate. Perhaps pay out-of-pocket to have the candidate complete an intensive review of a few chapters of your text. When completed, work through the review with them, listen for their sense of organization, writing savvy, and content knowledge. This is best done face-to-face. Such an authoring expense is a well spent investment, even if the candidate fails to move beyond the test review, since those reviewed chapters might be improved.

6) Be supportive and accommodating. As you work with a successor coauthor for your text, be supportive and accommodating; remember what it was like when you first started and the insecurity of that time. Empathetic support is critical, as the pressure of creation, research, and deadlines shifts from you to the successor. Where appropriate, adjust the conduit between the writing team and production to flow through the coauthor.

7) Don’t assume anything about procedures. Take all you learned about how to set up computers, preparing manuscripts, and manuscript formatting, and train your coauthor on these procedures. Don’t operate under the false assumption that everyone knows what they are doing, which you know from experience is not true. Certainly, you do not want your coauthor to trip on every speed bump and pitfall that you experienced. A coauthor skilled at the process has a better chance at success with your franchise than does someone going through “first-time” stumbles. Successful authoring is a complex process, why not shave to odds for continued success in your favor?

8) Conduct an outside search for a coauthor. If none of the previous suggestions are available or workable, an outside search might be necessary. In all cases it is advantageous to be directly involved in the process and not leave decisions up to an acquisition editor alone.

9) Review the publisher’s share of the initial collaboration costs. Pay particular attention to having the publisher underwrite costs during the transition period—their share of work-for-hire funding, possible grants to collaborators, and the direction of possible advances. At some point several editions down the road, such funding investment shifts to a reduction in your royalty rate and the beginning stages of the collaborators receiving a small beginning royalty. These processes are phased in, transitioning over time.

10) Contract for the years ahead. The contract aspect of the successor transition should be carefully considered and a publishing attorney consulted to ensure the contract encompasses all aspects of the transition. Such a comprehensive agreement includes negotiating a step-down contract to cover the present royalty earnings, through the earnings from future editions in a step-down phasing pattern, royalties lowering on each successive edition, perhaps for four future editions, or more. Important is the inclusion of an “evergreen clause” to cover all future editions after the step-down phase is finished, because this is the legacy of your work over all the years of your active authorship.

All three veteran authors agree that once you successfully transition your textbook to a successor it is imperative, for both you and the successor, to release the outcome and let go—this is the “passing of the torch” threshold. Such a moment in someone’s career, perhaps involving a life’s work, is not to be taken lightly. Therefore, in addition to the structural suggestions provided above, don’t overlook the emotional aspects.

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**TIPS OF THE TRADE**

**TAA: In terms of your social media activity, do you keep a clear distinction between your personal life and your academic life or do you prefer some overlap?**

**TGB:** “I prefer some overlap. However, it depends on the platform. I keep three blogs—one about my family travels, one about immigration policy, and one about being an academic and having a life too. These blogs are focused on these topics and the blog on immigration policy never mentions my family. On Facebook, I allow for a bit more overlap between family vacation pictures, political posts, and links to academic articles. On Twitter, I post links to news articles on immigration and racism—my primary areas of research interest. However, I occasionally post travel pictures—part of my travel blogging hobby.”

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**DO’s and DON’Ts of Blogging**

Veteran blogger Joel Friedlander, author of the highly successful blog The Book Designer.com, suggests following these basic Do’s and Don’ts in order to most effectively utilize blogging as a marketing tool.

- **Do Post Irresistible Content**, as it is the cornerstone of a successful site.
- **Do Optimize Search Magnetism**, by utilizing keywords to drive traffic to your site.
- **Do Network for Success**, by commenting and guest posting on other sites. This network provides an excellent platform for launching a virtual book tour.
- **Don’t Use Boring Headlines**, you need interesting titles to draw in readers.
- **Don’t Post Dull Prose**, make the content readable, fun, and engaging.
- **Don’t Fall into the Trap of Poor Formatting**, avoid the use of long blocks of uninterrupted text.

More blogging tips are available on Friedlander’s podcast entitled “Author Blogging: How to Attract Readers” which can be found at http://bit.ly/10uHzDj Friedlander is the author of *A Self-Publisher’s Companion: Expert Advice for Authors Who Want to Publish*. 

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Gregory, Liu awarded Textbook Contract Review Grant

James W. Gregory, assistant professor at The Ohio State University, and Tainshu Liu, associate professor at Western Michigan University Kalamazoo, recently received a Textbook Contract Review Grant for their forthcoming textbook entitled *Introduction to Flight Testing of Light Aircraft and UAVs using Digital Data Acquisition*. Due to release by early 2014, the book provides a concise introduction to the basic flight testing methods employed on general aviation aircraft and unmanned aerial vehicles for an undergraduate course in aeronautical engineering.

“The TAA contract review grant is particularly helpful for us as we are negotiating the contract as first-time authors,” commented Gregory. “Without this assistance, we would not be able to avoid some of the contractual pitfalls that could limit our control over the outcome of the book. With this being our first book, and with a small market expected, we wouldn’t have been able to afford legal assistance.”

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Wakamiya, King awarded publication grants

Lisa Ryoko Wakamiya, associate professor at Florida State University, Department of Modern Languages and Linguistics, received a $1000 publication grant to cover the permissions fees for articles to be included in *Late and Post-Soviet Literature: A Reader*. Co-edited with Mark Lipovetsky, associate professor at University of Colorado at Boulder, it is due to be published by Academic Studies Press in December 2013.

Richard King, senior lecturer at Williams College, received a $1,000 publication grant to cover the out of pocket costs associated with indexing his forthcoming book, *The Devil’s Cormorant: A Natural History*. Due to be published by the University Press of New England in 2013, the book reaches back in time around the world to show the history, nature, ecology, and economy of the world’s most misunderstood waterfowl.

“I’m enormously grateful to TAA for this grant to pay almost entirely for the indexing of my book,” said King. “Having a professional take care of this painstaking task was both a huge relief and resulted in a much better index than I could have done myself. Thank you!”

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BUSY TAA PEOPLE

Jose Carmona opens new language school

TAA member Jose Carmona is now teaching English as the Lead Contract English Instructor for the new Bridge Program at Saint Leo University in St. Leo, Florida. He has also opened a new language school, Global Educational Institute, Inc., in Dade City, Florida, offering ESL and other language classes, including over 40 classes of Spanish for different professions. They will also be offering tutoring in all academic subjects and teacher training classes.

Brittany Rosen receives assistant professorship post at University of Cincinnati

TAA member Brittany Rosen assumed a new post this fall as an Assistant Professor of Health Promotion and Education at University of Cincinnati. In August, Rosen received her Doctorate in Philosophy and Health Education from the College of Education and Human Development at Texas A&M University. With a research emphasis on human sexuality issues, Rosen has seven peer-reviewed publications, four first author, and three contributing.

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We want to hear from you! Have you published a new book? Revised an existing one? Published a journal article? Changed jobs? Share your news with fellow TAA members in The Academic Author's Busy TAA People section. Send entries, along with your name, title, affiliation, field, e-mail and phone number to maureen.foerster@taaonline.net or go to http://bit.ly/11MJwNw to share your news using our secure online form.
TAA’s 26th annual conference receives rave reviews

Outstanding sessions, robust roundtable discussions, and abundant networking and mentoring opportunities—TAA’s 2013 conference was an event well worth attending! TAA thanks all those who contributed to the program as well as the attendees for enriching the conference and being a vital part of the TAA community.

Here is what conference participants had to say:

“This being my first conference, I was really surprised to find a group of comrades who have very similar authoring issues, and to learn how they have successfully and creatively resolved them. I also had the opportunity to hear from different disciplines and learn clever ideas that I could incorporate in my own books. TAA’s conference has a high intellectual level and it was very stimulating being here and being exposed to all the new ideas.” —Al Trujillo

“I came to my first TAA conference when writing my first textbook, and needed a lot of guidance. All the people here were my mentors—they taught me so much about textbook writing. What I learned helped me to finish my first book, and then its second edition. Now that I am working on a second book, I thought it was time to come back to the conference. As before, I’ve learned so much that I think I need to attend every year.” —Nita Pandit

“I just wanted to thank TAA for another incredibly helpful conference. I got so much inspiration and encouragement, as well as really practical help in several different areas. And all of it together, all of these different sources create this amazing support team and more. The book I’m writing would not exist without this organization.” —Jenia Walter

“This is one of the best conferences I have been to in thirty-eight years of being in academics. I have learned so much, especially in the session on contracts. There was a lot of valuable advice shared.” —Gregory Pence

Information about TAA’s 27th annual conference will be announced soon. We hope to see you all there!