

*Good bread is  
no small feat.*

SHIRLEY O’CORRIHER  
*Cookwise*

FALL/WINTER 2005



## Wimmer to Celebrate 60th Anniversary



◀ In 1946, founder Joe Wimmer set up shop in the garage behind his house. Joe’s employer at the time, Rotary Lift, agreed to help him purchase printing equipment, and in exchange, he would handle their printing needs at below market prices.

Today, almost 60 years later, Wimmer Cookbooks has grown to be a part of the nation’s largest commercial sheet-fed, half-web printing company: Consolidated Graphics. With more support than ever backing us up, we’re still the “Can-Do” printer we were back then.



**W**immer Brothers Printing Company was born in 1946 in a backyard garage, and has been growing ever since. Now known as Wimmer Cookbooks, the company is one of the great success stories of our time.

Joe Wimmer, our founder, was working for a meager \$12 a week when he struck a deal with his employer to handle all of their printing needs at below market cost, if they would agree to help him purchase the needed equipment. Rotary Lift of Memphis readily agreed, and unknowingly started Joe on his way to establishing one of the largest and most trusted cookbook publishing companies in the country. He quickly gained the confidence and customer base to quit his job and open a print shop of his own.

As his brother Jack was headed to Chicago, Joe passed him on the highway, flagged him down, and asked if he wanted to go into business with him. A deal was struck with a handshake in the middle of US Highway 45, and **Wimmer Brothers Fine**

**Printing and Lithography** became a reality. Located in an alley in downtown Memphis, Wimmer Brothers made its mark as the *Can-Do* printer in the area by taking on projects that other printers wouldn’t or couldn’t handle.

When Joe’s son Fred took the reins, the *Anything Is Possible* attitude was elevated to mission-statement status. Fred’s ability

*Continued on page 2*

# Company President Introduces Wimmer's New Chief

One of my favorite artists is Thomas Kinkade. He is known all over the world as the "Painter of Light." His ability to take a blank canvas and bring it to life amazes me. Not only do he and I share a passion for scripture, we have a fondness for lighthouses. Many of his paintings picture a lighthouse from a peaceful, serene setting to an angry raging sea. Lighthouses are there to warn of impending danger. They also serve a purpose that is comforting. Can you imagine how welcoming a lighthouse is to a seaman that is returning home after a long trip at sea? Softly saying "Welcome Home." I think people are similar to lighthouses. If their foundation is built on honesty and integrity, they can stand tall. Others can look up to them, their essence and their spirit can shine just like a lighthouse that is there to welcome and warm... people can lead, guide and direct.

For nearly thirty years, Doug McNeill has been a vital part of Wimmer Cookbooks. Today, much of the quality innovations and product improvements Wimmer offers were developed by Doug. It is my pleasure to introduce Doug as the new Vice President of Wimmer Cookbooks. Doug literally knows more about cookbooks than anyone I know. Frankly put, he is a cookbook expert. That part of his resume alone qualifies him for the position but that is not why he is sitting in the Vice President's chair. He is sitting there because he is like that lighthouse built on a solid foundation of honesty and integrity. Doug stands tall, his light shines, leading, guiding and directing others.

Please join me in congratulating Doug and welcoming him to his new position. And if you get the chance to meet him, just look for the tall guy with the bright spirit, chances are that will be him.



**Doug McNeill**

Vice President, Wimmer Cookbooks

God Bless,

A handwritten signature in black ink that reads "Daniel W. Bailey". The signature is written in a cursive, flowing style.

Daniel Bailey

## Anniversary

Continued from page 1

to think outside the box allowed Wimmer Brothers to explore opportunities well beyond the traditional commercial printing realm. A crystal-clear example of this occurred in 1968 when sanitation workers went on strike in Memphis. Wimmer Brothers printed placards bearing a slogan that, with the arrival of Dr. Martin Luther King, would become the mantra of the civil rights movement: *I Am A Man*.

The *Can-Do* attitude continued when Wimmer Brothers was asked to produce cookbooks for several women's clubs in Memphis. Following the printing of these books, Fred decided they were on the cusp of a tremendous national market, and thus, developed the beginnings of the *recipe* we use today to help publishers produce a cookbook that meets their goals.

Wimmer took this cookbook idea on the road to Florida, Maine, California, and all points in between. The quality of the cookbooks and the successes of the publishers gave the company a reputation that continues today. Success breeds success, and Wimmer became the national leader in the *regional cookbook* arena.

Over the years, Wimmer Cookbooks has helped raise millions of dollars for our non-profit customers, and has produced high-profile promotional and public relations projects for such industry giants as Coca Cola, Tyson Foods, Walt Disney World and more.

In the old days when Joe and Jack Wimmer were asked *Can You?*, their eyes lit up, and the words *Yes, We Can* came rushing out. That attitude is alive and well at Wimmer Cookbooks today.



▲ After Joe Wimmer quit his job and recruited Jack as his partner, the brothers moved in to their first commercial building located in an alley in downtown Memphis known as Whiskey Chute.

## A MESSAGE FROM THE VICE PRESIDENT:

As we approach our 60th year in business, I wanted to take this opportunity to thank all of our publishers and retail customers for your business. I had no idea when I started to work at Wimmer in the spring of 1976 as a press helper, that I would some day take over the helm of the leading cookbook company in the nation. I literally grew up in the cookbook business. For the past 20+ years I have been in production management and I'm very proud of our employees and their commitment to improving the quality of life through the services of our company offers. I've seen the transformation of our business from printing simple cookbooks to publishing books that tell a story and preserve family traditions.

Being in the production environment, I did not have much customer contact until a few years ago when we decided to have our annual cookbook seminar in Memphis. During the customer tour of our plant I was fortunate enough to witness one of our publishers see their books for the first time. It was as if they had seen their baby being born. In that moment I got to see first-hand the importance of what we do. Next spring I will celebrate my 30th year with Wimmer Cookbooks and my commitment is that we will continue to improve our services to you, our customer. Whether your goal is to raise money for charity or publish a cookbook as a business venture, our company is committed to helping you be successful.



## It's Not Just the Sale – It's the Customer

In the self-publishing business – whether you are an individual or a committee member – sales are extremely important. When introducing your cookbook, you aim to sell the first printing as quickly as possible. Then, once your book has been in circulation for a while and, more specifically, once you have a point of reference, your focus becomes selling more than you did last year.

While these are great goals, I ask you to think about the attention you are paying your customer. If your customer is a bookstore, are you following up to see how well your cookbook is selling? And, in the case of a personal friend, do you ask what recipes they have tried recently and make suggestions for ones they “simply cannot miss?” In general, do you return calls on a timely basis? And, is it still worth your time to prepare food samples?

The author of an article entitled “Chasing the Wrong Customers?” makes an important observation: “Communicating with customers may be one of the least-valued aspects of marketing, but it certainly has a higher payoff.”

Additionally, within the body of the article, there is reference to a study prepared for Tivoli Partners which found that “four out of ten marketers spend less than 25 percent of their marketing budget on retention, (and) only one out of ten spends 75 percent or more of their marketing dollars to keep the customers they have.”

Does that surprise you? It surprised me. And, the irony in all of this, of course, is the fact that it is much easier to keep an existing customer than to find a new one.

So, as you approach fall and the upcoming holiday season, give thought to your customers and, more specifically, to what you are doing to keep their business – to keep them buying from you, talking about you and, in the case of a friend, speaking to you.

**Sarah Baurle**

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## What's The Point?

*Never allow the process to dominate the purpose*

The Taj Mahal stands as one of the eight wonders of the ancient world. Construction began in 1631 by Shah Jahan as a memorial to his beloved wife, Mumtaz Mahal, who died after giving birth to their fourteenth child. Shah Jahan threw himself into the project as a way to deal with his grief.

Legend has it that one day as he inspected the progress of the project, he became agitated by the amount of clutter lying around and he ordered the workers to get rid of all the mess. They hastily obeyed his order, and, in the process, discarded the remains of his beautiful Mumtaz. The process of building the memorial had overshadowed the point of the memorial in the first place.

Unfortunately, I have seen this same thing happen to cookbook committees. The process of doing all the “stuff” you have to do obscures the “Why?” of it all. That's why I encourage you to ask yourselves “What's The Point?” from time to time. While many parts of the process are fun and rewarding, they should never be allowed to become the point.

What is your point? Is it going to shows, or doing tastings, or preparing reports, or giving speeches? NO!! The point is a safe

bed for someone to sleep in, or it is new playground equipment, or it's job-skills training. Maybe it is a brand-new backpack filled with notebook paper and a pencil box full of pencils that have never been sharpened. Or it could be ..... well, you will know the answer when you ask yourself, “What's The Point?”

Years ago, I was conducting a Marketing Workshop in Houston. I began, as usual, by asking each attendee to tell something about their cookbook businesses. As we went around the room, I heard about \$30,000.00 goals for the year, hopes for winning a Tabasco Award, plans for completing a reprint—all wonderful, to be sure, but just processes. Then Dorothy Weston stood up and said “I represent an organization here in Houston, called The Rose, that provides mammogram screenings for women who can't afford to pay, but don't fall under Government guidelines for free screenings. When I sell 10 copies of our cookbook, I can give someone a mammogram.”

She understood the point.

**Freddie Strange**

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# PRESS RELEASES- Not Just For New Cookbooks

Most cookbook publishers may often think that press releases are primarily for announcing the publication of a NEW cookbook. Think Again! If your cookbook has been around for a while, that is all the more reason to do a press release.

Press releases directly affect your sales to the consumer and also expose your cookbook to the wholesale market. We suggest submitting your press release to both large and small newspapers within a 50 to 100 mile radius from your town or city.

Here are some great reasons to do a press release for an existing cookbook:

- Announce a new printing, new edition, revision, or anniversary year.
- Give menu suggestions for holidays and special occasions.
- Tie-in recipes with a local festival, celebration or craft show.
- Feature a series of regional favorites.
- Introduce healthy or quick-and-easy recipes.
- Tie in recipes with current consumer trends.
- Discuss how many cookbooks have been sold and the impact of the sales on the community.
- Create a story about the number of cookbooks sold (10,000 copies, 20,000 copies, etc.).

A summary of your organization is essential information to include in a press release. Also, if proceeds from your cookbook sales are going to a particular cause, incorporate that information in the article as well. Finally, one thing to never forget in a press release is how someone can order a copy of your cookbook. If you are interested in including a picture of your cookbook cover with the press release, Wimmer can help!

Is now a good time for your organization to write a press release? If you would like to discuss this more in detail, call your Publishing Consultant today!

**Mary Ramsey Phillips**  
Publishing Consultant  
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## SAY "THANKS" THIS HOLIDAY SEASON

If you're looking for new and different ways to keep in touch with wholesale accounts, why not send a holiday card? It's thoughtful and requires little time and effort - especially when you purchase your cards from Wimmer!

As you probably know, Wimmer Cookbooks-Mercury Printing added digital capabilities last year. Since then, we have designed and printed a variety of marketing pieces for you. And thus, we hope these holiday cards will prove to be an equally useful means of helping you run a better cookbook business.

The holidays are just around the corner. So, don't delay. Speak with your publishing consultant for more details.



## CRYING THOSE SINGLE-SALE BLUES...

"How will we ever sell all these cookbooks? Every member of the committee has one, all their family members have one, the kids' teachers all got one for Christmas last year and the neighbors won't even answer the door when they see me coming anymore... I just don't know who else to sell one to at this point!"

I'm sure most cookbook chairs have heard these words at some point during their stint and many individuals who self-published their own book have probably muttered similar comments under their breath as they waded through boxes of cookbooks stored in their garage or laundry room.

Maybe what we need here is an "Attitude Adjustment" so that we can retrain our thinking about potential sales. Instead of trying to picture twelve people to whom we can sell one book, let's start thinking of one person who could easily buy twelve books. The upcoming holidays present the perfect opportunity to broaden our "mass" sales efforts. Just to get the wheels turning, I'm going to make a few suggestions for you to think about.

- *The realtor who sold you your new house. Did she give you some kind of "thank-you" gift for working with her or her agency? Just think how welcomed a community cookbook would be by newcomers to your community who don't yet know their way around your area's traditional foods and history.*
- *The banker who helped finance your kitchen remodel or the contractor who did the job. These professionals are in contact with individuals every day in a competitive market environment...a cookbook could be just the perk for letting their consumers know how much they are appreciated for making the choices they did.*
- *Your child's pediatrician or orthodontist. How many employees do they have in their offices that they might want to provide gifts for during Chanukah or Christmas holidays?*
- *Anyone in the group have an "in" with the mayor? Is there a better way to familiarize visitors with your fair city than to send them back home with a culinary reminder of their trip? And be sure that His/Her Honor knows what your organization has contributed to the city with profits from the cookbook so you can both brag a bit.*

This is simply a "short list" of people you may contact about purchasing a case of books as opposed to one book-you know plenty of others! Start now making a list that you keep with you at all times. Jot down the names and addresses of opportunities as they cross your mind or cross your path. You'll be surprised how many you think of once you adjust your attitude and start thinking by the box and not by the book.

To encourage "sales by the box", you may want to review your profit margins and determine what kind of deal you can make so your customers will consider it worth their while to buy in bulk. Consider offering a Baker's Dozen on a box of twelve and maybe a 5% discount on a box of 6. A nice addition would be a sales sheet making the buyer aware of the work you do in the community and a hand-written "thank you" following the sale should be a must!

**Ardith Bradshaw**  
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**WIMMER**  
COOKBOOKS

A CONSOLIDATED GRAPHICS COMPANY

PRE-SORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
MEMPHIS, TN  
PERMIT 462

## Build Your Cookbook Business On-Line

These days we are no longer asking ourselves, "Can I find it on the Internet?" On the contrary, in this technological age – in which we speak to our parents more via cell phone and email than in person – the appropriate question is, "Where on the Internet can I find it?"

Sure, you might not find what you are looking for on the first page of your Google search. But, have faith. It is bound to be one of your next 5,412 hits!

My point is this: The Internet – despite an occasional "pop up" or two – is good for business...

### Superpages.com

This site offers Yellow Pages, People Pages and City Pages, along with a heck of a lot more. Among its most notable features are reverse lookup and the option to "search within X miles" of a city.

- *Going on vacation? Use this site to identify bookstores near your destination that might be interested in your cookbook!*
- *Lost committee members? Use this site to track down that missing volunteer – the one who offered wonderful ideas in your initial meeting, then disappeared without a trace!*
- *"Undeliverable" mail? If you attempt to reach a business or person and find their forwarding order expired, use this site to uncover a new address. Note: It is possible they moved but did not change their phone number; in that case, the reverse lookup feature will save the day!*

### Mapquest.com

This site offers maps and directions from anywhere and to anywhere in the United States. Use it to get to the hundreds of gift shops and bookstores you aim to visit before the holiday season! Note: I love this Web site, and, minus a few wrong turns, have always found my destination!

Sarah Baurle  
Publishing Consultant  
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“As a person who oversees the production side of things, I really enjoy witnessing the books come together. While there are many reasons I love working for Wimmer Cookbooks, the most important to me is the people. To make a company special, you must have good, dedicated people, and Wimmer is full of such individuals.”

Jerry Southall  
Pressroom Supervisor

“I absolutely love what I do. I love working on page layouts and formatting the various books that run across my desk. It is so rewarding to me to hear that a customer loved their cookbook. Especially when they cry and scream with excitement.”

Maureen Fortune  
Cookbook Layout/Design

## Cookbook Publishing Seminar

### Looking for a Good Time?

**If you love cookbooks and appreciate good food, make plans to join us March 23rd–25th for our annual Cookbook Publishing Seminar.**

As usual, the event will be held in downtown Memphis, where music is sad and barbeque is smoky. You'll spend your days "talking cookbooks" – covering the entire publishing process in just 2 1/2 days – but will have evenings free for Elvis-watching off Beale.

Additional information will be mailed soon. In the meantime, go ahead and start looking for your blue suede shoes – they're a requirement around here, you know?!

**“Some people tap their feet, some people snap their fingers, and some people sway back and forth. I just sorta do ‘em all together, I guess.”**

– Elvis (1956)





# Congratulations

To the publishers of these wonderful books.

## NEW TITLES

Waite's Bakery Cookbook  
Cucina Classica II  
A Taste of the Missions  
Recipes and Remembering  
Something Southern  
...Then & Now  
House Specials:  
Soups, Salad, Etcetera  
To Die For

## RECENT REPRINTS

Everyone's Invited  
Cajun Men Cook  
Classic Cajun Deux  
Southern Born and Bread  
Temptations Olé  
Cooking Then & Now

## RECENT REPRINTS cont'd.

Eating Well Through Cancer  
Land of Cotton  
Authentic German  
Homestyle Recipes  
Cooking with Mickey Vol. II  
Taste of the Territory  
Music, Menus & Magnolias  
A Taste of Kansas City  
Confessions of a Kitchen Diva  
Catering to Charleston  
Mrs. Wages New Home  
Canning Guide  
Sea Island Seasons  
The Best of Mayberry  
Dollywood Presents  
Great Cooks Rise  
Someone's in the Kitchen  
with Melanie  
The Apple Barn Cookbook  
Cane River Cuisine

## Hello from the Distribution Department

Recently I have noticed a pattern with several Junior Leagues around the country. It seems that Junior Leagues are interested in buying books published by other Junior Leagues. It appears they have Cookbook Day Sales. Not only do they sell their own cookbooks, but they also sell other Leagues' books. Also, Leagues are having what they call Cookbook Swaps. I think they have found a very good way to get more of your books out there.

Gail Liles,  
Director of Distribution  
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## "Best Book" Award

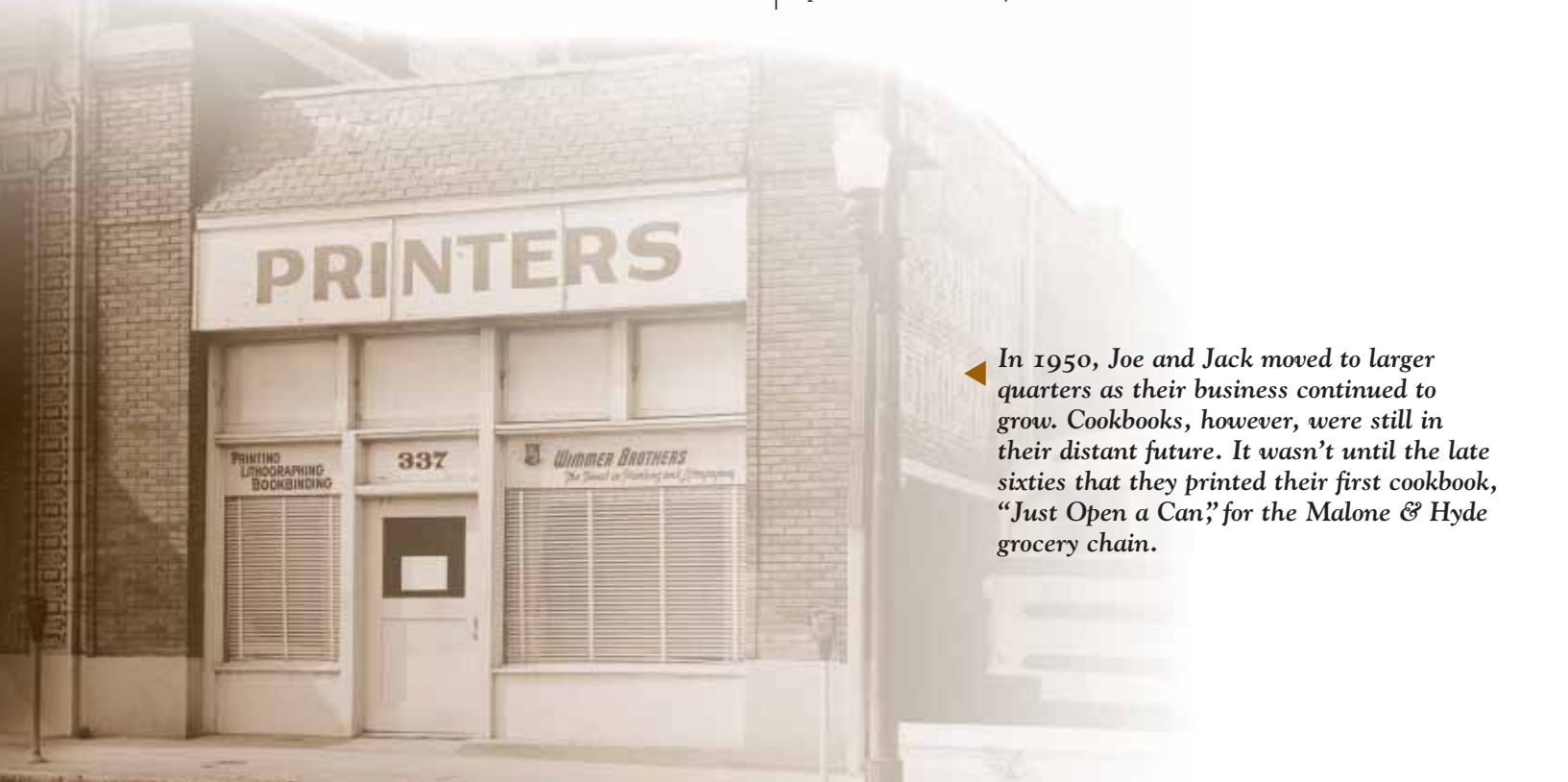
### Tea Time Entertaining and The One-Armed Cook

Each year, USABookNews.com recognizes the best books in more than 50 different categories. And this year, Wimmer proudly salutes two books that were named "finalists" in the cookbook category.

*Tea Time Entertaining*, published by Dolores Snyder, is described in press materials as "A collection of tea themes and recipes with table settings, tea etiquette, tea accoutrements, the history of afternoon tea, and more than 120 recipes (collected) from 25 years of teaching and lecturing about The Art of English Tea."

*The One-Armed Cook: Quick and Easy recipes, Smart Meal Plans and Savvy Advice for New (and Not-So-New) Moms* was published by Cynthia Stevens Graubart and Catherine Fliegel, RN. Now published by Meredith, the book is a life-saver for busy mommies, as it offers a wealth of information and recipes so easy they can be made with a whisk in one hand and a baby in the other!

Congratulations to these women for their creativity and passion. We wish you continued success.



◀ In 1950, Joe and Jack moved to larger quarters as their business continued to grow. Cookbooks, however, were still in their distant future. It wasn't until the late sixties that they printed their first cookbook, "Just Open a Can," for the Malone & Hyde grocery chain.