

Part of the secret of success  
in life is to eat what you like  
and let the food fight it out  
inside.

MARK TWAIN

SUMMER 2007



## Three Wimmer Publishers Win 2006 Tabasco® Awards!

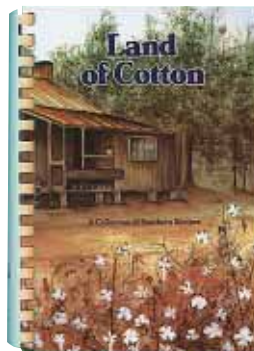
Three Wimmer cookbooks are among those honored in the 2006 Tabasco® Community Cookbook Awards. Each year Tabasco® and the Walter S. McIlhenny Company recognize America's best and most successful community cookbooks. Winners receive national recognition along with a donation to their charitable organization.

*Square Table: A Collection of Recipes from Oxford, Mississippi*, is the second place national award winner for 2006. *Square Table* was created by the Yoknapatawpha Arts Council and includes recipes and stories from the surrounding community. More than 300 volunteers played a role in the development of the award-winning cookbook. The book features a foreword from Southern Foodways Alliance director and contributing editor to *Gourmet* magazine, John T. Edge. Fine art and vintage photography from Oxford artists are highlighted in this volume that helps raise funds for the operation of the Arts Council.

The Mid-Atlantic regional award winner is *Divine Kasher Cuisine – Catering to Family and Friends*, published by Congregation Agudat Achim in Niskayuna, N.Y. In addition to

offering family recipes collected from the congregation, the book also shares tips and recipes from the synagogue's volunteer catering service, *As You Like It*. Color photographs and detailed charts and diagrams to help the home chef create rewarding family meals complement the recipes.

Another Wimmer cookbook on the 2006 Tabasco® awards list is *Land of Cotton*, first published in 1988 by the John T. Morgan Academy in Selma, Alabama. This book is now included



in the Walter S. McIlhenny Hall of Fame, a designation awarded to those cookbooks that have reached the 100,000 copy sales mark. *Land of Cotton* is one of only 61 community cookbooks to hold this honor.

Each year Tabasco® seeks to honor the best community cookbooks published with the goal of fundraising for charities and non-profit organizations. Cookbooks published in 2006 and 2007 are eligible to enter the 18th annual Tabasco® Community Cookbook Awards. The deadline for the 2007 awards is Friday, September 28, 2007. Wimmer Publishing Consultants will be happy to provide additional information regarding entry submission.

## Wimmer Cookbooks will exhibit at Atlanta Gift Show

Wimmer Cookbooks is preparing for **July's Atlanta Gift Show Market**. The annual event runs from **Friday, July 13 through Tuesday, July 17, 2007**. The Wimmer team is excited to be a part of a gift show that attracts more than 70,000 buyers from all over the world. The Wimmer booth will be in building 3, on the first floor in the Gourmet Section. **The Wimmer booth number is 1-1115.**

Several Wimmer publishers will showcase their books during the Gift Show Market. The Peninsula Fine Arts Council from Newport News, VA will feature *Art of the Palate* on Friday, July 13. The VP Foundation will also appear at the Wimmer booth with *The Low Oxalate Cookbook* on Saturday, July 14. Publisher Claudine Destino will promote her *Kitchen Diva* book on Sunday, July 15. The Lamar School Foundation will join Wimmer on Monday, July 16 with Prime Meridian.

# Elsie's Biscuits...what a treat!

by Melanie Thompson, Director of  
Marketing & Development

When Laurey Masterton first called Wimmer in May of 2006, I remember being intrigued by the catering entrepreneur who was ready to print her first book. I could tell that this book was going to be different from many other books Wimmer has produced. In *Elsie's Biscuits* Masterton masterfully combines recipes and stories to pay tribute to her mother and to their family.

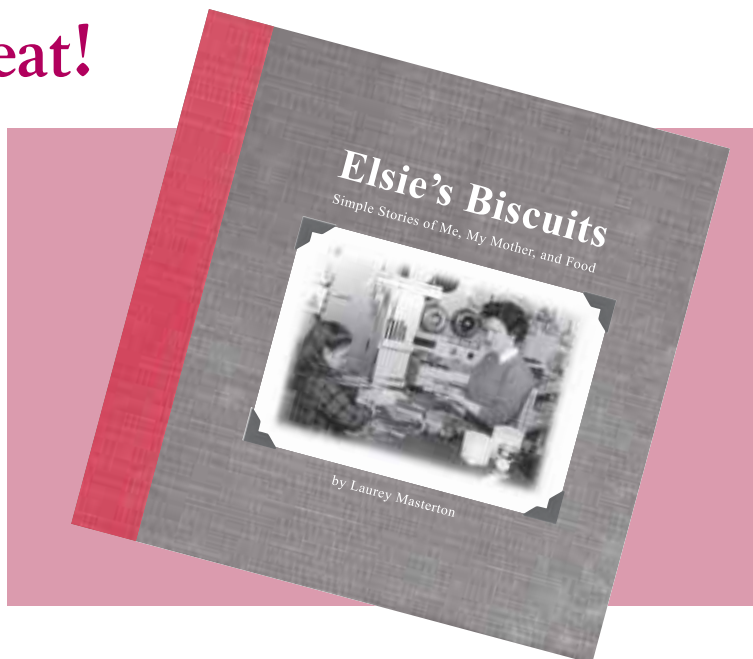
After receiving her files in December, I was excited to see this book come off the press. I enjoy books with personal food stories that include recipes. *Elsie's Biscuits* is now one of my favorites!

Masterton grew up with her two older sisters and their parents at Blueberry Hill, a small Vermont inn. She watched her mother and father as they worked and absorbed every detail their lives. Her parents passed away when Masterton was 12 years old, but the enduring attachment to her family and Blueberry Hill is evident in *Elsie's Biscuits*. The book details their lives with 40 short chapters. Each section sent me into the next with a desire to bring back my own lost memories of childhood.

Masterton perfected the art of telling her story. Her personal writing style clearly details her wonderful childhood. The stories illustrate a normal life, but Masterton uses her family tales to connect the reader to her loved ones.

*Elsie's Biscuits* is a personal collection of stories, essays and recipes. Through her words, Masterton shows you what can happen to a loving family and community when it is hit with a tragic loss. Masterton's book is a tribute to her mother. It reveals their love for each other and their love for simple, satisfying food.

I laughed and cried throughout *Elsie's Biscuits* and I was saddened when I reached the last page of Masterton's book. As



her publishing consultant, I always enjoyed getting her emails and phone calls, but now I feel I really know her. Her book reveals the many experiences that brought her to this point in her life.

Literary agent and cookbook promoter, Lisa Ekus, has also fallen in love with *Elsie's Biscuits*. On her webpage, Ekus wrote: "Laurey...invites readers to tuck into a collection of essays that remind us about what matters, even when the predictability of family, love, and community is blown apart by tragic loss. At its most complex, this is an honest and deep look at responding to adversity. At its simplest, it is a love story from a daughter to a mother, celebrating the food that connects us."

*Elsie's Biscuits* by Laurey Masterton is available from Laurey's Catering, 67 Biltmore Ave., Asheville, NC 28801. For more information go to [www.laureysyum.com](http://www.laureysyum.com).

## Wimmer Welcomes Presbyterian Church in America to Memphis

Publishing consultants spent time meeting with members of the Presbyterian Church in America. The group hosted its 35th Annual General Assembly in Memphis, Wimmer Cookbooks' hometown, from June 11 through June 15, 2007. About 2,500 people took part in the 5 day convention. The Assembly is the largest annual gathering of members of the Presbyterian Church in America.

Wimmer representatives hosted a booth inside the Assembly's exhibit hall at Memphis' Cook Convention Center. PCA members from across the country enjoyed flipping through dozens of Wimmer books at the exhibit booth.

Visitors had a chance to win a bag of cookbooks from Wimmer's publishing arm, Tradery House. Don Sonke from Escalon, California won the canvas bag filled with books. Wimmer is sending Sonke several beloved Wimmer books including, *The Main Course* by Frank Grisanti and *The Pastors Wives Cookbook* by Sybil DuBose.

During the PCA Assembly, Wimmer publishing consultants met with church members to discuss the impact a cookbook could have on their congregations and ministries. Several individuals spent time with Wimmer Publishing Consultant Jill Pauly learning about the process of creating a cookbook.

Wimmer Cookbooks will next appear at the Atlanta Gift Show Market from Friday, July 13 through Tuesday, July 17, 2007. (please see story on page 1).



### Win A Bag of Books!

Send us your answers to these fun questions for a chance to win a drawing for a free bag of Wimmer Cookbooks!

*How many cookbooks do you own?*

*What makes your favorite cookbooks stand out?*

*What's the weirdest ingredient you've ever seen in a recipe?*

Enter our Bag of Books contest by sending us your answers by August 1, 2007. All entries received by the deadline will be entered into the drawing. Send answers to [wimmer@wimmerco.com](mailto:wimmer@wimmerco.com) with "Bag of Books" in your subject line. Make sure you include your name and shipping address! Check out some of the best answers in the Fall 2007 *Wimmer Dish* newsletter.

# Book Signings Help Sell Books!

## Tips for Success from Two Publishers

Launching a cookbook is no easy task, especially for self-publishers who are often short on volunteer help. However, one sure way to achieve the dual goal of getting your name in the public domain and selling books is to take part in the book signings.

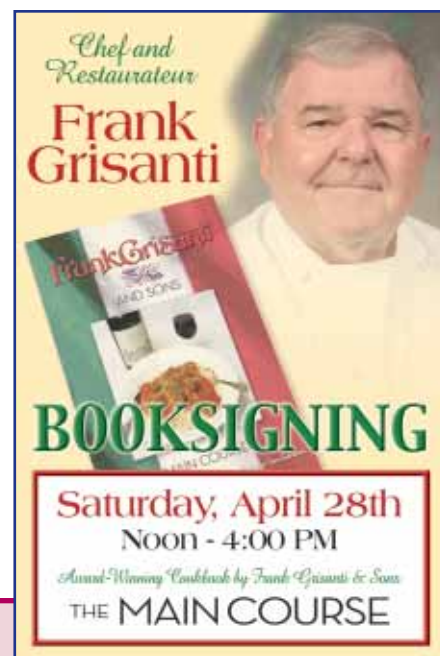
A number of Wimmer publishers have had tremendous success with book signings in local and regional bookstores. Larger chain bookstores such as Barnes & Noble, Waldenbooks, Borders and Bentano's often welcome local publishers as readily as the small independent book sellers do. Most will even assist in promoting the signing with in-store advertising or on websites.

Frank Grisanti, author of *Frank Grisanti and Son's The Main Course*, has hosted several signings since the 2005 publication of his cookbook. Initially, he did a two month pre-holiday round of book signings in the Memphis area, taking advantage of the "100-mile radius" market that Wimmer suggests to all its new publishers. In December of 2005, he sold 2000 books and did a second successful round of signing during the 2006 holiday season.

To schedule a book signing, the first step is to find out who in the store is in charge of approving and arranging signings, whether it is the store manager, an events coordinator or a district manager. You may be required to submit your request in writing and provide a copy of the cookbook.

Above all else, you need to work at promoting your book signing as much or more than the store does. Send news releases to local media alerting them to the date, place and time of the event. Request and remind the bookstore manager to include the information on the store's website. Provide promotional materials such as posters, signs or flyers for the store. Most will be more than happy to use materials you provide them.

As a courtesy to the host store, be sure to ask in advance about any regulations they may have regarding guest publishers (i.e. are food samples okay, what do you need to provide etc.) A successful book signing is a win/win for both the publisher and the retailer.



*Claudine Destino*

## The "Kitchen Diva" Shares Book Signing Secrets

When my cookbook, *Confessions of a Kitchen Diva*, first came out, I made the offer to do signings/tastings. I always make something from the book to offer at the [events]. I feel this is

really important and has resulted in many more sales because [customers] love the taste of the recipe. By offering food, people are more easily approachable and agreeable to buy instead of just being there to sign. Now, stores call me for signings and I always try to comply. You also get to connect with people who are buying your book and will, maybe, make an impression that encourages them to buy more copies in the future.

I always book one or two stores around a holiday, special event or trunk show that the store hosts. During signings I always remind the stores of other occasions that my book would make a good gift, and I give out business

cards. If the stores send out a newsletter to their customers, they will include me in their news and they will put a sign on the door telling customers that I am signing that day. Offer to make the sign yourself if they don't or won't.

Most stores are usually really open to the signings because it only enhances their sales as well. I am always very approachable, flexible and respectful of the stores layout. When doing a signing, remember to smile; people want to be around and are drawn to happy people. I always dress professionally and always wear my signature boa; it is an eye-catcher, and distinguishes me as someone who is not an employee of the store.

I usually sell about 24 books at a signing and I always leave extra signed books with the store for more sales later on!

For more information on Claudine Destino, author of *Confessions of a Kitchen Diva*, go to [www.akitchendiva.com](http://www.akitchendiva.com).

# Wimmer Publisher Establishes Successful Marketing Plan

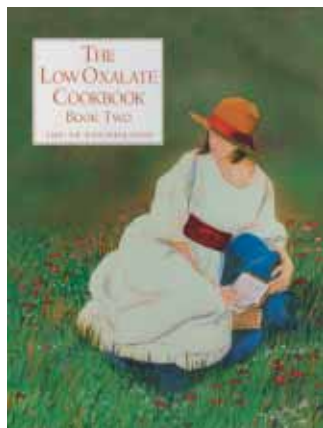
The VP (Vulvar Pain) Foundation is quickly selling *The Low Oxalate Cookbook, Book Two* thanks to its strong marketing strategies.

*The Low Oxalate Cookbook, Book Two*, was released in December of 2005 and illustrates a low oxalate diet that has been reported to reduce genital pain and other related symptoms. The diet is also used to reduce the risk of oxalate kidney stones and to treat genetic oxalosis.

The Foundation's newsletters, shared with its 7500 members, regularly promote *The Low Oxalate Cookbook, Book Two* through articles and advertisements. Recipes are featured in each newsletter along with a convenient cookbook order form tucked into the center of each issue.

Another of the Foundation's marketing strategies is to place the book in libraries. The VPF promotes members to donate *Book Two* to local library branches so that medical personnel, sufferers, and caregivers may all have easy access to its valuable information.

The VP Foundation's website also promotes the cookbook and enables members to use online space to share their favorite selling features of the book. Immediately following publication of *Book Two*, notes of support and congratulations were



posted online. Check out The VP Foundation's website at [www.thevpfoundation.org](http://www.thevpfoundation.org) to view a successful example of the online promotion of a cookbook.

The Foundation finds that personal contact goes a long way in marketing the cookbook. In January of 2007 they were invited by Wimmer to attend the Atlanta Market where two representatives visited with hundreds of retailers. They prepared sample foods from the cookbook and spoke with potential buyer about the benefits of the low oxalate diet. In March, they attended the Spokane Women's show and, once more, talked with those who stopped by their booth to ask questions, discuss symptoms or simply pick up informational materials.

The VP Foundation was established in 1992 as a non-profit organization to end the isolation of women suffering from vulvar pain and related disorders (fibromyalgia, interstitial cystitis, and irritable bowel syndrome). The Foundation's purposes are to give reliable information, hope, safety, and success to sufferers and their families, to advance the standard of medical practice in treating vulvar pain syndrome, and to promote scientific research.



Joanne Thomas, Associate VPF Director, and Melanie Thompson, Director of Marketing, Wimmer Cookbooks, Atlanta Gift Market, January 14.

## Wimmer Continues To Grow

Wimmer Cookbooks is pleased to welcome Jill Pauly as a new publishing consultant. Jill joins Wimmer after a career in television news. Jill produced newscasts for television stations in Memphis, Tennessee; Huntsville, Alabama and Columbia, Missouri, before joining the Wimmer team.

"As a producer I had daily deadlines. At Wimmer it's nice to be able to work on projects that require more time and attention," Jill said during a recent Wimmer meeting.

Jill grew up in the southern Illinois city of Belleville. She graduated from the University of Missouri in 1997 with a degree in journalism. Jill and her husband, Jonathan, now live in downtown Memphis with their daughter, Olivia.

"We love exploring the city and enjoying the culture and food of the Mid-South. Olivia is just a year old and has already enjoyed her first tastes of grits and barbeque!"

Jonathan is a pilot with Northwest Airlink, so the Pauly family often travels together to explore other cities. Their favorite trips are to visit family in Naples, Florida; St. Louis, Missouri and St. Cloud, Minnesota.

"One of my favorite things to do on trips is to check out regional cookbooks. Now my job makes exploring regional cuisine possible everyday," Jill said while discussing her new position.



Jill Pauly



### HOT OFF THE PRESS

*Seasons of the Heart*  
*Country Cooking in Mendocino*  
*When You Cook Upon A Star*  
*A Taste of Mid-South Hospitality*  
*Vineyard Place*  
*Down the Bayou & Back Again*  
*The Chocolate Lover's Cookbook*  
*Special Eats*  
*A Taste for Living*

*The Screened Door Pantry*  
*Cooking with Style*  
*A Little Taste of Heaven*  
*Delicious By Design*  
*Keepers*  
*Manna from Heaven*  
*Breakfast on the Battery*  
*Plantation Tours & Tastes*  
*Amazing Grace*

### REPRINTS

*Authentic German*  
*Homestyle Recipes*  
*Cooking with Mickey*  
*Gulf Gourmet*  
*A Taste of Kansas City*  
*Land of Cotton*  
*Texas Blossoms*  
*Flavors of Fearrington*  
*Down the Bayou*

*Delightfully Southern*  
*Mrs. Wages New Home*  
*Canning Guide*  
*Forgotten Recipes*  
*Mast Store Cooks*  
*Pines & Plantations*  
*What Can I Bring?*  
*The Texas Experience*  
*Dollywood*

# A Wimmer Publisher Gets National Attention With Magazine Photo Spread

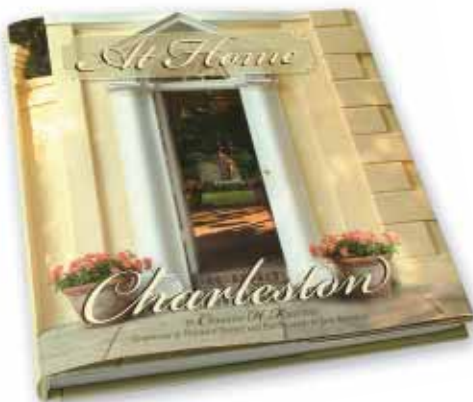
**Traditional Home Magazine features Cathy Forrester's beautiful home and beautiful book**

Cathy Forrester opens her historic Charleston home to readers of *Traditional Home* magazine in the November 2006 issue. While the article primarily showcased the home's lush gardens, Forrester also shows off her picturesque book.

Forrester's *At Home-Charleston* features recipes stemming from her hometown's social traditions and customs. Written as a tribute to her maternal grandmother, the book provides a glimpse into the way Forrester's grandmother entertained and welcomed guests in the family home.

The *Traditional Home* shared photographs of not only the house and the gardens, but also prominently featured the cookbook as well. Working closely with the staff at the publication, Forrester was able to convert the feature to a purchasing opportunity for the magazine's subscribers.

She offered personally signed copies of *At Home-Charleston* especially for readers and, in turn, was allowed to feature her own website ([athome-charleston.com](http://athome-charleston.com)) to further promote the cookbook.

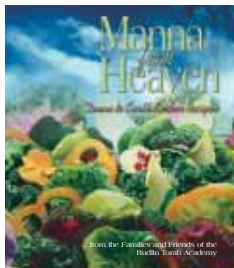


Photograph by Tom McWilliam, Courtesy Traditional Home Magazine and Cathy Forrester

## Want to Accessorize?

Wimmer Cookbooks can help you “dress up” your marketing campaign. Wimmer offers personalized promotional items to support your efforts. A recent publisher, Rudlin Torah Academy, is taking advantage of Wimmer’s onsite digital printing capabilities. RTA is using pledge cards, note cards, order forms, boxes with return labels and bookmarks featuring cover art from its new book *Manna from Heaven*.

To learn more about *Manna from Heaven* go to [www.rudlin.org](http://www.rudlin.org).



**Pick Up Some Manna!**

Order your copy of the new RTA Kosher Cookbook, **Manna from Heaven** Today!

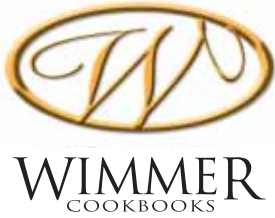
- More than 300 recipes, each triple-tested
- Organized to help you find just the recipe you want
- Created by families and friends of RTA to celebrate our 40th anniversary

Available from Rudlin Torah Academy at [www.rudlin.org](http://www.rudlin.org) for just \$26.05

## Look to Headlines for Marketing Ideas

Have a cookbook that is declining in sales? You may want to launch a new media campaign to spur sales. Use what’s in the headlines as your inspiration. Find a health “news peg” to attract new attention to your book. For example, we’ve all seen stories on television and in newspapers about health issues such as childhood obesity or high blood pressure. You could kick-off a new cookbook campaign by sending out news releases highlighting some of the “healthy” recipes in your book.

Use the news release to offer cooking demonstrations to showcase your healthy recipes. Make sure the news release includes contact information of members willing to speak on camera about the recipes. A “news peg” campaign could attract new interest in an established book and generate new sales!



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*June Spielman*

## Sharing Our Favorite Recipes for Almost 60 Years!

Although it is truly an honor to work with every one of the clients who use Wimmer Cookbooks as the resource for their self-publishing endeavors, it is a special privilege to work with the same

individual on the same cookbook for decades.

Mrs. June Spielman has been the Cookbook Chair and Wimmer Cookbooks' primary contact for the 24th printing of *Our Favorite Recipes* in 2006. The book is published by St. John's Guild at St. John's Lutheran church in West Bend, Wisconsin. Mrs. Spielman's longevity as Cookbook Chair is very unusual, having been a part of *Our Favorite Recipes* since its first printing in 1949.

*Our Favorite Recipes* has maintained its unique flair by being a one of a kind book. Rather than "type-setting" the pages, the recipes are printed in the handwriting of the individuals who submitted the original recipes. The three revisions the book has undergone through were carefully orchestrated to maintain the charming, down-to-earth style that made this book a stand-out for more than 57 years.

*Our Favorite Recipes* was originally produced to finance

the kitchen of St. John's new church building. Proceeds from the book not only equipped that kitchen, but also funded a \$20,000.00 pipe organ.

The original cookbook committee was a group of women with both vision and faith. They courageously placed their first order for 3,000 books when there were only 5,000 people in the entire town of West Bend!

Though she is working with an older book, June Spielman is part of an effort to modernize the market for *Our Favorite Recipes*. She and fellow cookbook coordinator, St. John's Church member Carol Gerner, are now offering the \$16.95 book online. A new generation of cookbook fans can order *Our Favorite Recipes* at [www.best-german-recipes.com](http://www.best-german-recipes.com).

Not every book will achieve the longevity and sales success of *Our Favorite Recipes*. With over 154,000 copies in print and 57 years: it has had an amazing life. Although a great amount of the success of this book is due to the content of its pages, an even greater part of its success is due to the perseverance and dedication of a group of women who are now represented most effectively by one of its original members, Mrs. June Spielman.

