



Photo by Sarah Geringer

## Heartland Book Festival Update

At the time of this writing, we have 49 occupied spaces with a good mix of authors, crafters, artists, and direct sales vendors. **To fill the main room of the Osage Centre, we need to sell 23 more booths.** However, we can have a very nice presence by selling 13 more booths.

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**It's important that you share event news to help sell booths.** Share posts from the Facebook page: [The Heartland Book Festival on the Mississippi.](#)

**We have a limit of one representative per direct sales company** at our event. Feel free to ask anyone else who is not currently selling products from these companies, who will already be represented at our show:

- |                      |                       |                  |
|----------------------|-----------------------|------------------|
| Usborne Books & More | Origami Owl           | Lularoe Clothing |
| Senegence/Lipsense   | Lilla Rose Hair Clips | Pampered Chef    |
| Tupperware           | My Thirty-One         | Scentsy          |
| Style Dots           | Paparazzi Jewels      |                  |

**Booth rentals start at only \$25.00.** It's best for new vendors to sign up online and pay through Paypal by following the links at [heartlandwriters.org](http://heartlandwriters.org).

**Since our August meeting, we have learned that the Osage Centre is charging \$10 for table skirts, not \$5. We will issue refunds** to those who want them, **or vendors can pay an additional \$5** to cover the rental costs. Watch for an email on this topic if you are a vendor.

**If you do not plan to have your own booth, you are welcome to work in the Guild booth where we will host a used book sale. Please gather up books to donate for our used book sale.** Thanks!



Next Meeting Date  
Sunday, September 17  
2:00 p.m.

First Presbyterian  
Church Basement  
Jackson, Missouri

Our featured speaker  
will be Mary Ann  
Heisman for the  
September meeting.

Please refer to the July/  
August Newsletter for  
the theme she will  
speak about.

## *August Meeting Minutes*

August 20, 2017

**Mary Rechenberg** opened the meeting. Sixteen members and six guests were present.

**Ellie Searl** of **Publishista Design Services** presented the program on book cover and interior design.

### **Business Meeting**

#### **New Business**

**Bill Hopkins** shared an opportunity for a book signing at The Mayfield Cultural Center in Marble Hill, particularly for authors of local history, on Oct. 7, 2017. Interested members are encouraged to contact the center.

#### **Old Business: Heartland Book Festival on the Mississippi**

**Registrar's Report-Sarah Geringer:** We have currently filled half of the Osage Center with authors and vendors. We need at least six more registrations to square off the area. She encouraged registrants to use PayPal when registering. Checks will only be accepted until Oct. 1. **Tim Morgan** will follow up with the Osage Center on details for table skirts.

**Marketing Report-Rachel Ashworth:** Rachel and **Donna Shell** have secured several print publications throughout the area and surrounding states to advertise our event. Most will post one month prior to the event. Rachel has designed author bios for FB, and bios for **Bill and Sharon Hopkins, Carl Armstrong,** and **Shirleen Sando** have done quite well. Rachel is also scheduling giveaways of an "Owl Box" and a basket to be made by **Dee Kesterson-Booker** to boost FB exposure. \$50 was disbursed to Rachel from the marketing budget to boost Facebook ads.

**Marketing Report-Donna Shell:** Donna handed out business cards advertising the book festival for members to give to interested parties. Donna set up an interview with Faune Riggin of KZIM radio to advertise the festival. **Mary Rechenberg** will participate in the interview.

**Entertainment Report-Dorinda Miller and Donna Shell:** Dorinda stated the following musical groups have agreed to perform: **Cathy Wagner, Sarah Miller, Jerry Ford, Front Porch Dulcimer Group, Gen X,** and **Steppin' Out.** She also has two storytellers lined up. Dorinda has a schedule of entertainment. Donna stated that she has contacted several schools asking for students to perform living book scenes and storytelling; however, the school programs are just starting for the year, so she will have more information at our next meeting. Dean Winstead of Steppin' Out volunteered use of his sound equipment at the festival.

**Bill Hopkins** motioned we use Dean's sound system contingent upon Dean's fee, to be determined at the next meeting. **Dee Kesterson-Booker** seconded the motion. The sound system was discussed. The motion then passed unanimously.

**Mary Rechenberg** closed the meeting.

Respectfully submitted,

**Mary Ann Heinsman**, Secretary

## Snippets

By Sarah Geringer, Editor

Since many of us will have booths at the upcoming Heartland Book Festival on the Mississippi, I thought you'd appreciate these tips I found on how to engage with potential customers at the event.

1. **Run a contest.** Offer a book giveaway for people who fill out a card with their email address—bonus, this boosts your email list!
2. **Promote online.** Take photos of your booth and post them online from the event. Remind friends they can purchase signed copies and enter your contest (see #1).
3. **Create a look that matches who you are.** Use props and colors that go along with the themes in your books. For example, a children's book author can use bright colors, stuffed animals, and balloons.
4. **Offer a freebie that links people back to your books or website.** A custom bookmark is a perfect tie-in.
5. **Be strategic with booth layout.** Don't put a table between you and your customers. Invite them inside your booth to help them feel at home.

Do you have other tips to share? Come to our September and October meetings to share them!

Have you found an interesting snippet of online writing advice? Email me at [sarah@sarahgeringer.com](mailto:sarah@sarahgeringer.com) and I'll include it in the next newsletter!

### The Heartland Writers Guild Journal

Submit newsletter info  
by the 15th of the month to:  
Sarah Geringer, Editor  
[sarah@sarahgeringer.com](mailto:sarah@sarahgeringer.com)

[heartlandwriters.org](http://heartlandwriters.org)



Member submissions to *The Journal* are encouraged.

No fee will be paid, but a byline will be given if info is provided.

All submissions are subject to editing and will be printed on a space-available basis.

A word count of up to 200 words is requested.

Welcome topics include guild news, awards and achievements, and family occurrences. Photos must be in .jpg format and 1 MB or less.

Some forms of advertising, such as new publication information for member books and member book signings, are also accepted.

Articles printed with member by-line are considered "credits" by other publishers for that writers' portfolio.