

# First Choice Books Newsletter

Nov-Dec 2011 (Holiday Special)

Vol 6 Issue 1

## What's new?

Bet you didn't know... since last spring we have been operating with several new staff, all very talented!



We are very pleased to introduce to you one of our graphic artists, Felicity Perryman! She has an English degree and years of experience from coast to coast not only in Winnipeg, Minneapolis, Montreal, Rockport, Maine and Victoria, but as an instructor in graphic arts at colleges in these areas. Their loss is our gain! She has received many compliments on her work since joining us. Felicity has developed some beautiful Thank You cards for our clients on her own initiative and is currently designing the new sign for the front of our building. Welcome Felicity!

**First Choice Books  
British Columbia,  
Canada**

Phone: (250)383-6353

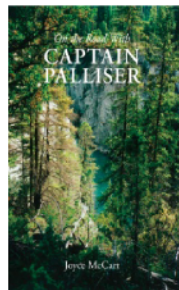
[www.firstchoicebooks.ca](http://www.firstchoicebooks.ca)

[www.victoriabindery.com](http://www.victoriabindery.com)

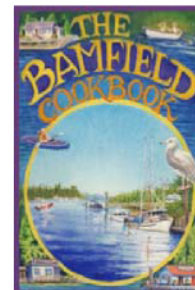
## Self Published Books Staff Favourites



Military Story



History



mmm Cook book

## No No November\* and Decadent December at First Choice Books!

Especially during November we were and are privileged to honour our veterans at First Choice Books many of whom publish with us. We respect their propensity to tell their stories or keep those stories to themselves as they choose to see fit. Their sacrifice has enabled a more peaceful world and we are truly grateful for it.

Speaking of compliments, please keep them coming, we will never tire of hearing them! We are pleased to read last weekend that one of our books was reviewed in Victoria's 100 year old "Times Colonist" newspaper.

There should be no surprise that the quality of our publishing compared to a "regular" publisher is just as high since we believe that there is little difference between the two except for the means of financing. In fact a knowledgeable contracted machine technician, who has visited high volume publication plants, says best sellers run off in high volumes are much more likely to have lower quality binding, since the speed at which they are produced makes it impossible to retain the same quality control as with smaller runs.

We have also learned that Victoria Bindery won an award! This was the third prize in poetry printing by the Alcuin Society. Check out the link in the right sidebar. We are so optimistic about winning more that we have reserved a whole wall for the certificates in our office!

Publishing a book is a team effort. Each supplier, shipper, author, editor and person in the production line must do their part or the product will suffer. We have some fabulous technicians in our plant who keep those machines humming by playing them like musical instruments! These people may never answer our phones but they are here at seven in the morning and late at night feeding paper into machines, rebuilding and fine tuning the gears and gadgetry so as to meet your production deadlines. Like in an orchestra, without each member of the team, the results would be something quite different.

## Holiday Season

Over the holiday season Patrick and I think of our extended family more than usual. This family consists of our former female homestay English as Second Language students. Close to Christmas Eve and New Year's Eve we will be sending messages around the world to almost 40 of the 20-something young women we have hosted.

They've included: nurses, teachers, university researchers, accountants, environmentalists, pre-law students, economists, mothers, wives and girlfriends, energetic, youthful and enthusiastic. Our messages will go out to the bright lights of Tokyo, the warm sunshine of Brasilia, the emergency room of the biggest hospital in Korea, the traditional snowy bells of Nuremberg, the cozy darkness of Lund, Sweden, Switzerland, etc and of course to our own relatives in Los Angeles, Ontario and Jersey, UK in the Channel Islands.

It has been our good fortune to share in the adventurous, positive lives of our ESL students and we are at ease knowing the world will be fundamentally be a better place to live in the hands of these wonderful young women.

Here is wishing you and yours Happy Holidays wherever on our small planet that may be.

## This Month's Discount Publishing Services

10% off Textbook  
Rebinds until Jan 30,  
2011

School Yearbooks with  
deep discount deposits  
prior to your publication  
reaching the shop

[www.firstchoicebooks.ca](http://www.firstchoicebooks.ca)

## FAQ

- Did you realize that 90% of all authors market their own books?

## Some of our likes:

- Editors' Association of Canada  
[www.editors.ca](http://www.editors.ca)
- [www.cbc.ca/books/](http://www.cbc.ca/books/)
- [alcuinsociety.com/](http://alcuinsociety.com/)
- <http://www.scrapbook.com/poems/doc/82/357.html> \*  
poem by Thomas Hood
- [www.smartwomenintute.com](http://www.smartwomenintute.com)