

# First Choice Books Newsletter

Professional publishing with personal service

October 2011 (Autumn Special)

Vol 5 Issue 1

## What's new ?

Our foreman Rick McGowan got married!!!



That's right folks, if you have published with us before, there is little about the logistics of producing your books Rick did not have a hand in. Rick finally organized the logistics of his wedding and jumped the broom with his smart and beautiful bride Hiromi! Congratulations guys! We are so happy for you!

## New to FCB

- New website
- Updated Bookstore
- YouTube video
- Social Network

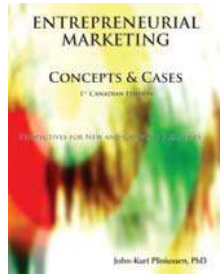
First Choice Books

British Columbia, Canada

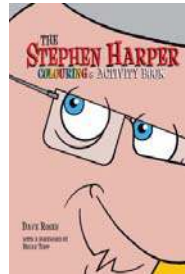
Phone: (250)383-6353  
[www.firstchoicebooks.ca](http://www.firstchoicebooks.ca)

## Self Published Books

### Staff Favourites



Business book



Humour



Children's books

## This Month's Discount Publishing Services

10% off Textbook Rebinds until Jan 30, 2012

Publish your school yearbook with no deposit prior to your publication files reaching the shop

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

## Greetings from the New Owners!

A big welcome and hello! March 23<sup>rd</sup> new owners Patrick O'Connor and myself, Melanie Perkins, purchased Victoria Bindery and First Choice Books. In early August Shy Riyasat took a well deserved retirement after over 20 years at the helm of the company. Fortunately, Shy shared his best kept secrets, enabling us to carry on his hardworking tradition of serving authors' needs in a timely and professional manner. Too bad those secrets didn't extend to the game of golf. As the new owners we are sure we will never measure up to Shy's golf handicap! We look forward to meeting and working with all the authors and publishing companies out there. We are in awe of your accomplishments.

Some facts about Melanie: she published a poem in an anthology in Grade 7, she was her high school yearbook editor and she managed to turn out some acceptable academic publications, a thesis and a dissertation over the years. Plus, she is also very comfortable with numbers! Her identical twin sister is an American citizen.

Patrick is fluent in German, French and English. He loves languages and there isn't a grammatical error which he cannot sleuth out of a document in print if there is one in there! He always dances to the sound of salsa music, is an avid cyclist, loves canoeing and sings in a choir.

We have hosted ESL (English as a Second Language) students for years and Patrick once managed a hostel having won "top of the class" marks in a tourism program which focused on serving customers' needs!

We are here to serve you. Give us a call or send us a line if only just to say hello! 250-383-6353  
[patrick@firstchoicebooks.ca](mailto:patrick@firstchoicebooks.ca)

## Thanksgiving

For Patrick and me this meant attending the potluck dinner at the neighbourhood centre to share in the bounty of everyone's backyard. As we sat down to dinner with neighbours and their children, we were asked what are you thankful for? Our terrific clients, our great employees, our family's health! Have a great season with lots to be thankful for!

## What's new ?

- New look for the newsletter

## Some of our likes:

- [EO Dummies: It Takes One to Write One!](#)
- [Entrepreneurial Marketing](#) –may sound dry at first but look closer - over one hundred free tips - lots of good humour
- Did you realize there are writers associations across the country?

[Professional Writers of Canada](#)

[Canadian Authors Assoc](#)

Etc.

- We have been participating in the "Lean and Green" program at the Business Development Bank of Canada – more in upcoming issues

- We attended a great workshop at the [Entrepreneurs Organization](#) of Victoria, led by [Verne Harnish](#) of Forbes Magazine