

---

## Next Program

**Saturday, September 8, 2012**



***W. Byron Parnell***

***“How a Book Gets Published – Or Not”***

With over thirty years in the publishing industry, Byron Parnell will give us insights into today’s publishing industry, what makes or breaks a book in the eyes of a publisher, and how art and business mesh.

***Background***

Byron Parnell is currently the Publishing Director at [Insight Editions](#), LLC, a publisher with a focus on high quality illustrated books on photography, music, and popular culture. Prior to taking that position in 2011, Parnell worked in marketing and sales at companies such as Sea-Hill Press and Kane/Miller Book Publisher. He then spent three years as President/Owner of Publishing Consulting Group before taking on his current position.

**Registration Details:**

- Sign-in: 11 a.m., Zio Fraedo’s Restaurant, 611 Gregory Lane, Pleasant Hill
- 11:45 a.m.: buffet lunch
- 12:45 p.m.: brief business meeting and speaker
- \$20 members, \$25 non-members
- To attend, contact **Barbara Bentley** at [barbara \(at\) barbarabentley \(dot\) net](mailto:barbara@barbarabentley.net) or phone 925 212 4727 for reservations between **August 5** and **September 5**
- **NOTE:** Buck-a-Book is back this month; we’ll also have Writers’ Tables

---

Be the first to like this.

*Theme: Twenty Ten    Blog at WordPress.com.*