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January 2003 Meeting - Mt. Diabl... Central Board | California Writers Cl... Edit Page — WordPress

January 2003 Meeting

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INDEPENDENCE DAY

CWC WELCOMES INDEPENDENT PUBLISHER, TEN SPEED PRESS

Have media mergers left you feeling that someday, you will only have one submission option...and one rejection slip? Independent publishers offer another option. **Ten Speed Press** is an independent publisher located in Berkeley. They're known for their eclectic nonfiction list that includes such classic works as *What Color is Your Parachute* and *The Moosewood Cookbook*.

Learn how they select books and how they are responding to the rapidly changing media landscape. **Aaron Wehner**, Associate Editorial Director works with authors and acquires titles on a range of subjects. He also writes book reviews and once was a freelance restaurant critic for the SF Chronicle. **Gonzalo Ferreyra**, Director of Trade Sales and Marketing manages the sale of their books to wholesalers, book stores, chains and libraries as well as managing the overall marketing strategy. Gonzalo gained expertise from his tenure at Borders, Inc., in positions such as book buyer and Associate Director of Bargain & Proprietary Publishing Division.

Visit the [TenSpeedPress website](#).

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