



**A MIDWEST CONNECTIONS PICK  
beginning in February!**

## **APPLE BETTY & SLOPPY JOE** *Stirring Up the Past with Family Recipes and Stories*

by

**Susan Sanvidge, Diane Sanvidge Seckar,  
Jean Sanvidge Wouters, & Julie Sanvidge Florence**

Meet **APPLE BETTY & SLOPPY JOE**, which the Midwest Booksellers Association and Wisconsin Historical Society Press are promoting as a Spring 2008 **MIDWEST CONNECTIONS PICK** starting in February. This terrific - and laugh-out-loud - new cookbook is out now in trade paperback and ready to sell in your stores.

*"I want to share with other Midwest booksellers a book tip for **APPLE BETTY & SLOPPY JOE** by the Sanvidge sisters. In the last two days, I have sold 75 copies of this new memoir/cookbook. I've never had a new title come out and sell so well!! It's so much fun to read as a memoir, and the book is filled with homey recipes and makes the perfect nostalgic gift for the readers that frequent my bookshop. It's definitely our hottest pick." - Candy Pearson, Apple Blossom Books, Oshkosh, WI*

We urge you to read this wonderful cookbook's family anecdotes and sample the tried-and-true recipes. We guarantee that they'll transport you right back to your childhood (or maybe your mom's childhood...) We know you'll love this book as much as we do, and we're sure that it will be one of your hand-sell favorites and top gift recommendations. It also ties in beautifully with events like a cookbook book club meeting, a community family recipes celebration or contest, "in the kitchen with grandma" story time for kids, etc. You can raid your mom's or grandma's kitchen for 1950s gadgets to put into a window display, too!

**Please do send your comments and reviews about APPLE BETTY & SLOPPY JOE to us. We're eager to share your endorsements with your fellow MBA booksellers and with your customers!**

Our Midwest Connections promotion for **APPLE BETTY & SLOPPY JOE** will include a full-color recipe cards PDF file and a black and white print ad PDF file, all of which you can download, print and use in your stores.

This book is available from B&T, Ingram and Partners, or you can order it through University of Chicago Press, which reps the book for Wisconsin Historical Society Press. If you'd like

to find out more about possible events with the Sanvidge Sisters, who live in Wisconsin, the Chicago area, and Ohio, please contact Mary Ellen Gabriel at [MaryEllen.Gabriel@wisconsinhistory.org](mailto:MaryEllen.Gabriel@wisconsinhistory.org) or 608-264-6485.



### **APPLE BETTY & SLOPPY JOE: STIRRING UP THE PAST WITH FAMILY RECIPES AND STORIES**

Wisconsin Historical Society Press

[www.wisconsinhistory.org](http://www.wisconsinhistory.org)

Cookbook and Memoir

order from B&T, Ingram, Partners, or thru U of Chicago Press

Trade Paperback, \$18.95

ISBN-13: 978-0-87020-386-2

**MIDWEST CONNECTIONS** marketing information on the next page...

# Sell More Books with MBA's



## REGIONAL MARKETING PROGRAM

Featuring

### **APPLE BETTY & SLOPPY JOE** *Stirring Up the Past with Family Recipes and Stories*

by

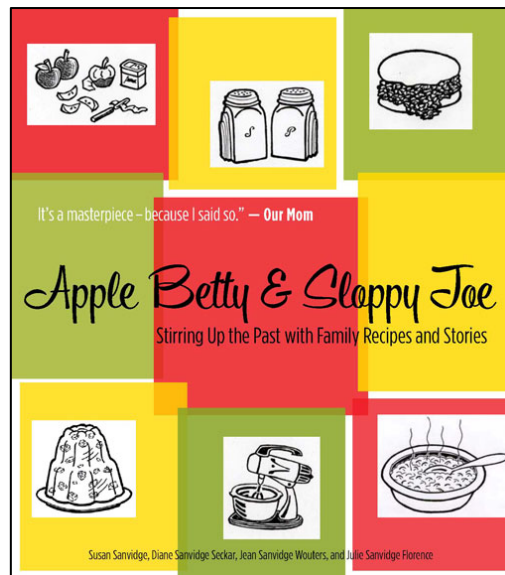
Susan Sanvidge, Diane Sanvidge Seckar,  
Jean Sanvidge Wouters, & Julie Sanvidge Florence

***"It's a masterpiece - because I said so." - Our Mom***

*We all remember the fragrance of Mom's bread baking in the oven, the chewy brownies, and the beautiful birthday cakes...the mashed potatoes, the falling-apart-tender pork roast, holiday cookies, cold lemonade and hot cocoa...*

Equal parts cookbook and memoir, APPLE BETTY & SLOPPY JOE features scores of recipes, some classic, some playful, along with food-related anecdotes, stories and photos that transport you back to Mom's or Grandma's kitchen in the Baby Boomer years of the 1950s.

This may just be the fastest, easiest hand-sell book you've ever had the fun of promoting! It's going to be a perfect Mother's Day gift suggestible, too.



### MIDWEST CONNECTIONS Marketing Plans for **APPLE BETTY & SLOPPY JOE**

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Author events based on authors' availability. Opportunities for authorless cooking demos and events in MBA bookstores, too
- All store events promoted on the MBA Bookstore Events website [www.midwestbooksellers.org/events](http://www.midwestbooksellers.org/events)
- Banner ads for the book on the MBA website and MBA Bookstore Events website
- Sample copies of *APPLE BETTY & SLOPPY JOE* available from Wisconsin Historical Society Press and MBA.
- Sell sheet and rebate form on the book available as a PDF file on the MBA website
- Full-color recipe cards available as PDF files to print out and use in your store
- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- FREE Midwest Connections Picks book stickers – request a roll from the MBA office
- Midwest Connections shelf-talkers, signs, and bookmarks to download and print for in-store displays – earn a display rebate, too

**Questions? Check the website or contact MBA!**

Go to the MBA website in the **Members Area** for more details: [www.midwestbooksellers.org](http://www.midwestbooksellers.org) Member login name ***mbamember*** and password ***shoplocally***. Click on the Midwest Connections banners to get to the Midwest Connections page.

Contact Susan Walker at:  
[UMBAoffice@aol.com](mailto:UMBAoffice@aol.com) or [susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org)  
Phone 612-926-5868 or 800-784-7522

# Promote **APPLE BETTY & SLOPPY JOE!**

Your store can earn promotional rebates worth \$75 from MBA!

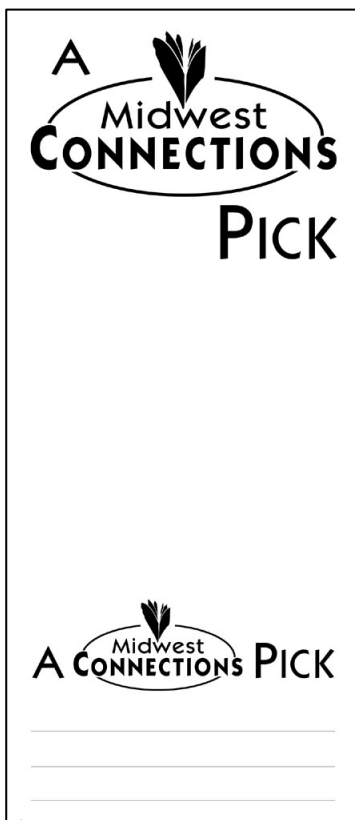
## HERE'S HOW -

In order to be eligible for rebates, your store must promote **APPLE BETTY & SLOPPY JOE** in at least three ways between February 15 and May 15, 2008. The list of promotion ideas and possibilities is on the checklist on the rebate form - see the next page.

**YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES IN ORDER TO RECEIVE REBATES.** To claim your rebates from MBA, you must provide verification of display, or newsletter/website promotion of **APPLE BETTY & SLOPPY JOE**.

**YOU ALSO MUST REPORT YOUR SALES OF APPLE BETTY & SLOPPY JOE to MBA for the 3 month period of February 15 - May 15, 2008.**

Use the checklist and rebate form on the next page to help verify your promotions. **PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM.** Send checklist/rebate form, all info, photos, samples of ads, etc. to the MBA office by May 31, 2008.



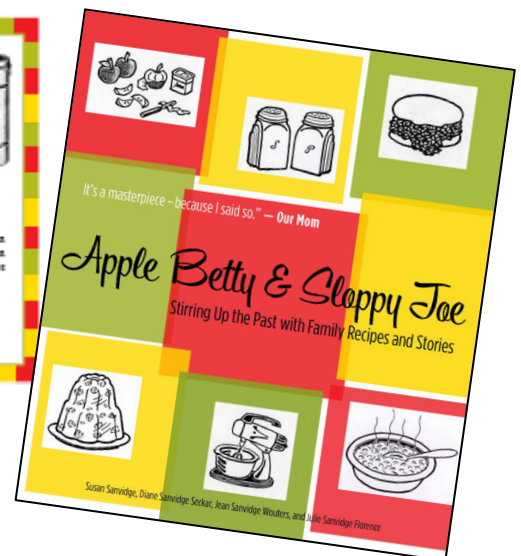
This shelf-talker, plus bookmarks and signs, are available as ready-to-use PDF files at [www.midwestbooksellers.org](http://www.midwestbooksellers.org). Go to the Members Area **MIDWEST CONNECTIONS** page and click on **APPLE BETTY & SLOPPY JOE**. Shelf-talker (left) shown here at 70% of actual size.

**FREE** **MIDWEST CONNECTIONS PICK** stickers are available from the MBA office. Please contact us to request a roll.

Full-color PDF files of recipe cards are available now. You can download these high resolution files from the MBA website. Print them out on a color printer or take them to your local copy shop for printing.

A B&W print ad to which you can add your own store info is available now as a PDF file at the MBA website.

JPG files of the book cover photo and the authors' photo also are available. Go to the 2008 Members Area **MIDWEST CONNECTIONS** page and Click on **APPLE BETTY & SLOPPY JOE** to get to the web page for this book.



**APPLE BETTY & SLOPPY JOE [Wisconsin Historical Society Press]**  
**Rebate Request Form -- Deadline May 31, 2008**

In order to be eligible for rebates, your store must promote *APPLE BETTY & SLOPPY JOE* in at least three of the following ways between February 15 and May 15, 2008. YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES AND REPORT YOUR SALES TO GET YOUR REBATES.

Use this checklist and rebate form to compile your documentation. PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM. Send checklist, all information, photos, samples of ads, etc. to MBA, 3407 West 44<sup>th</sup> Street, Minneapolis, MN 55410 by May 31, 2008.

STORE NAME _____	CONTACT _____
ADDRESS _____	DATE _____
CITY _____	STATE _____ ZIP _____
PHONE _____	FAX _____ E-MAIL _____

**REQUIRED! Report your sales of *APPLE BETTY* for February 15 - May 15, 2008. QTY SOLD \_\_\_\_\_**

- \_\_\_ Display *APPLE BETTY & SLOPPY JOE* on its own in a table, window or counter display, using the Midwest Connections shelf-talkers provided by MBA. Download and print promo materials from the MBA website. DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.
- \_\_\_ Display this book prominently along with other Midwest Connections titles as part of your store's MIDWEST CONNECTIONS PICKS table, window or other displays, using Midwest Connections promo materials. DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.
- \_\_\_ Advertise this book in a local publication in your community using the print ad format available from The MBA website. SEE SAMPLE AD. SEND AN AD TEARSHEET FROM YOUR PAPER TO MBA.
- \_\_\_ Feature, review, and/or advertise *APPLE BETTY & SLOPPY JOE* in your store's newsletter or E-newsletter, including a photo of the book cover. SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA.
- \_\_\_ Feature, review and/or advertise the book on your store's website, including a photo of the book cover. PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA.
- \_\_\_ Review, discuss or advertise *APPLE BETTY & SLOPPY JOE* on your local radio station. DOCUMENT TO MBA.
- \_\_\_ Host an event or informal stock signing at your store with the authors. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- \_\_\_ Promote *APPLE BETTY* to local reading groups/book clubs. DOCUMENT READING GROUP USE TO MBA.
- \_\_\_ Hand-sell this book in your store as a "staff pick" or recommended title. DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."
- \_\_\_ Send your bookseller recommendation or review of *APPLE BETTY & SLOPPY JOE* to Susan Walker at MBA [UMBAoffice@aol.com]. MBA will share your recommendation with the publisher.
- \_\_\_ OTHER promotion of this title - PLEASE DESCRIBE AND DOCUMENT TO MBA.

You ALSO can earn the following rebates from MBA. In all cases, you MUST provide appropriate documentation by May 31, 2008, in order to receive your store's rebates. **REQUIRED!** You MUST report your store's sales of *APPLE BETTY & SLOPPY JOE* for the period of February 15 through May 15, 2008.

- \_\_\_ \$25 rebate: feature, review, or advertise this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover
- \_\_\_ \$25 rebate: run a print ad on *APPLE BETTY* in your local newspaper or similar publication, including a photo of the book cover. You may also get this rebate for running a radio ad.
- \_\_\_ \$25 rebate: **DISPLAY THIS ONE BOOK ON ITS OWN** in a table, window, or wall display, with at least 3 copies.  
**OR**
- \_\_\_ **ONE \$25 rebate ONLY:** do a **GROUP** display of the FEBRUARY MIDWEST CONNECTIONS PICKS titles. *APPLE BETTY* is one of 2 Midwest Connections books launched in FEBRUARY.

**PLEASE NOTE! YOU MAY CLAIM ONLY ONE GROUP DISPLAY REBATE PER MONTH. YOU MAY NOT USE THE SAME GROUP DISPLAY TO CLAIM REBATES FOR EACH OF THE INDIVIDUAL TITLES INCLUDED IN THAT GROUP.**