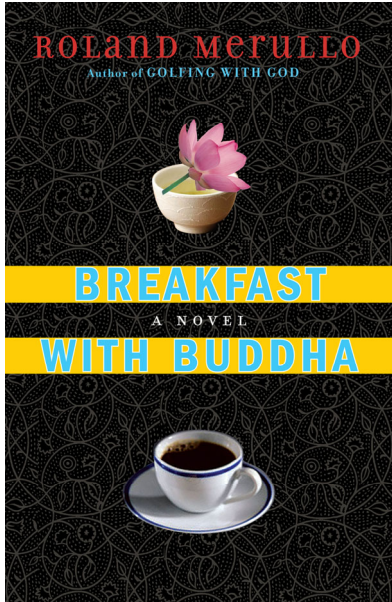




## A MIDWEST CONNECTIONS PICK for October!

# BREAKFAST WITH BUDDHA by Roland Merullo



**BREAKFAST WITH BUDDHA** is being promoted by the Midwest Booksellers Association and Algonquin as a *MIDWEST CONNECTIONS PICK* for October.

Otto Ringling is a straight-laced publishing executive with two kids, a lovely wife, a fine home in an upscale New York suburb, and a nagging suspicion that something in his life is missing. How, then, does he end up traveling through Middle America with a berobed Mongolian monk? Ah. The real questions to ask is, Why?

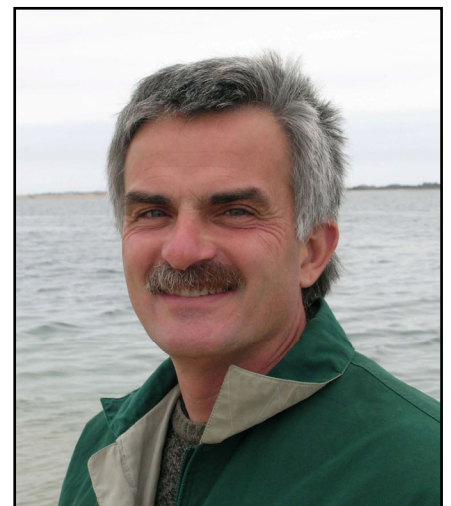
In **BREAKFAST WITH BUDDHA**, Roland Merullo has tackled his most ambitious subject to date, and in the process takes the reader on an unforgettable journey into the minds of two very different men as they travel together across America.

As they venture from New York on their way to North Dakota, Otto sees his unwanted passenger (a colleague of his flaky sister) as a challenge, a man who assumes the wisdom of the ages but walks a mortal's path, and he views their unexpected pairing as an opportunity to take this holy man on a tour through the heart of America. Without realizing it, however, it is Otto who has embarked on the real journey, one of personal self-discovery, and by the time they reach North Dakota his head is reeling with a new kind of awareness, and a recognition that for him a whole new journey is about to begin. In Roland Merullo's masterful hands, Otto's story unfolds with all the wonder, bemusement, and wry humor of a man who unwittingly finds what he's missing in the most unexpected place.

**Roland Merullo** is the critically acclaimed author of seven books, including the Revere Beach Trilogy, three novels about growing up in a tight-knit community outside Boston, and *Golfing with God*, a novel about a man's unexpected spiritual journey. He is a master storyteller who makes his readers think and laugh while they're doing it, and he has been widely praised in the *New York Times*, *Washington Post*, *LA Times*, *Boston Globe*, *Seattle Times*, *Philadelphia Inquirer*, *Chicago Tribune*, to mention a few. Merullo lives with his wife and two daughters in Massachusetts.

Please read this witty, inventive, and remarkably moving novel as soon as you can. We know you'll love it as much as we do! It quickly will become one of your hand-sell favorites and top book club recommendations!

Send your comments and reviews about **BREAKFAST WITH BUDDHA** to us, too. We're eager to share your endorsements with your fellow MBA booksellers and with your customers.



**BREAKFAST WITH BUDDHA** by Roland Merullo

Algonquin Books / Workman Publishing  
Fiction / Hardcover \$23.95  
ISBN-13 978-1-56512-522-0

Order from your Heineken & Associates commission rep,  
from Workman, or from your or your preferred wholesaler

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

# Sell More Books with MBA's



## REGIONAL MARKETING PROGRAM

Featuring

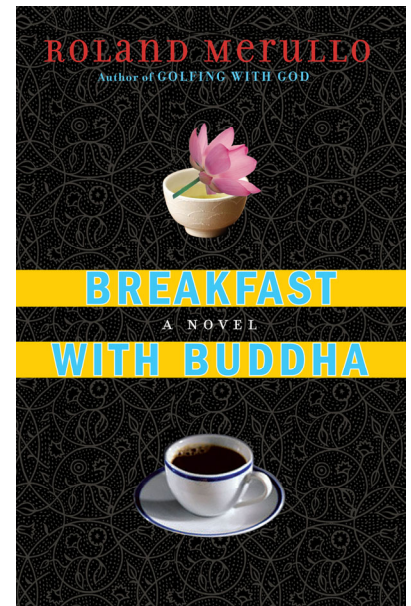
### **BREAKFAST WITH BUDDHA** by Roland Merullo

Algonquin Books

Witty, inventive, and remarkably moving, **BREAKFAST WITH BUDDHA** by **Roland Merullo** is being promoted by the Midwest Booksellers Association and Milkweed Editions as a *MIDWEST CONNECTIONS PICK* for October. It is the best kind of novel: memorable characters, a great story, and an ending that will make you wonder and make you think, long after the last page is turned.

**Roland Merullo** is the critically acclaimed author of seven novels, including *Leaving Losapas*; *A Russian Requiem*, currently optioned for film rights by John Turturro; *Revere Beach Boulevard*, finalist for the L.L. Winship/PEN New England Prize; *In Revere in Those Days*, a Booklist Editors' Choice; *A Little Love Story: A Novel*, and *Golfing with God*. His memoir, *Revere Beach Elegy*, won the 2000 Massachusetts Book Award for Non-Fiction.

His essays have appeared in major newspapers and magazines across the country and his writing has been reviewed by dozens of national papers, magazines, internet sites, and radio and TV stations. He has given hundreds of informal talks and speeches at colleges, conferences, libraries, and civic organizations. Merullo currently lives in Massachusetts with his wife and two daughters.



## MIDWEST CONNECTIONS Marketing Plans for **BREAKFAST WITH BUDDHA**

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Author events in MBA bookstores
- All author 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
- Informal author meetings with MBA booksellers -- refreshments provided by MBA
- Reading copies of *BREAKFAST WITH BUDDHA* available from Algonquin Books and MBA.
- Sell sheet on the book available as a PDF file on the MBA website
- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- Midwest Connections shelf-talkers 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 **BREAKFAST WITH BUDDHA** and author Roland Merullo!

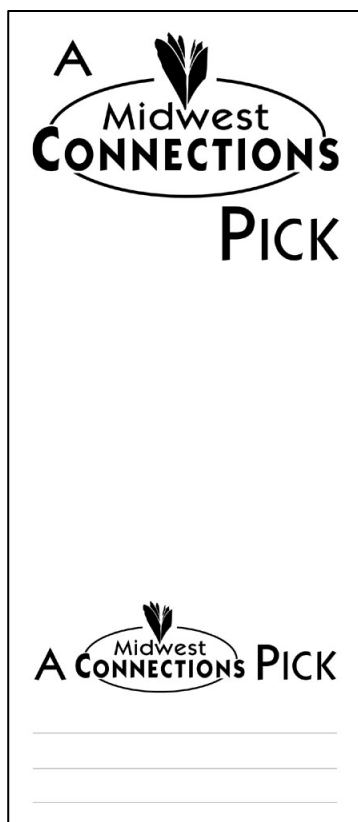
Your store can earn promotional rebates worth \$75 from MBA!

### HERE'S HOW -

In order to be eligible for rebates, your store must promote *BREAKFAST WITH BUDDHA* in at least three ways between October 1, 2007, and January 31, 2008. The list of possible promotions 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 *BREAKFAST WITH BUDDHA*. YOU ALSO MUST REPORT YOUR SALES OF *BREAKFAST WITH BUDDHA* to MBA.

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 February 15, 2008.

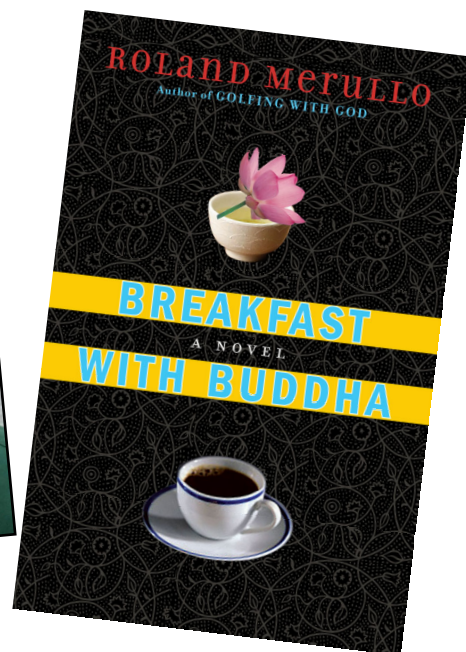


This shelf-talker is available as a ready-to-use PDF files at [www.midwestbooksellers.org](http://www.midwestbooksellers.org). Go to the Members Area MIDWEST CONNECTIONS page and click on [BREAKFAST WITH BUDDHA by Roland Merullo](#)

Shelf-talker (left) - shown here at 70% of actual size

A B&W print ad to which you can add your own store info will be available soon as PDF files at the MBA website [www.midwestbooksellers.org](http://www.midwestbooksellers.org). JPG files of the book cover and author photo also are available.

Go to the Members Area MIDWEST CONNECTIONS page and click on [BREAKFAST WITH BUDDHA by Roland Merullo](#)



# **BREAKFAST WITH BUDDHA by Roland Merullo [Algonquin]**

## **Rebate Request Form**

**Deadline February 15, 2008**

In order to be eligible for rebates for promoting **BREAKFAST WITH BUDDHA**, your store must promote this book in at least three of the following ways between Oct. 1, 2007, and Jan. 31, 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 **February 15, 2008.**

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

**REQUIRED!** Report your store's sales of **BREAKFAST WITH BUDDHA** for Oct. 2007 through Jan. 2008.

- \_\_\_ Display **BREAKFAST WITH BUDDHA** 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 **BREAKFAST WITH BUDDHA** 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 **BREAKFAST WITH BUDDHA** on your local radio station. DOCUMENT TO MBA.
- \_\_\_ Host an event or informal stock signing at your store with author Ellie Mathews. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- \_\_\_ Promote **BREAKFAST WITH BUDDHA** to local reading groups or book clubs. DOCUMENT READING GROUP/CLUB ADOPTION 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 **BREAKFAST WITH BUDDHA** 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 **January 10, 2008**, in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of **BREAKFAST WITH BUDDHA** for the months of August through December 2007.

- \_\_\_ **\$25 rebate** for featuring, reviewing, or advertising this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover.
- \_\_\_ **\$25 rebate** for displaying **BREAKFAST WITH BUDDHA** in a table, window, or wall display, either on its own or as part of your MIDWEST CONNECTIONS PICKS titles display with other Midwest Connections books.
- \_\_\_ **\$25 rebate** for running a print ad on **BREAKFAST WITH BUDDHA** in your local newspaper or similar publication, including a photo of the book cover.