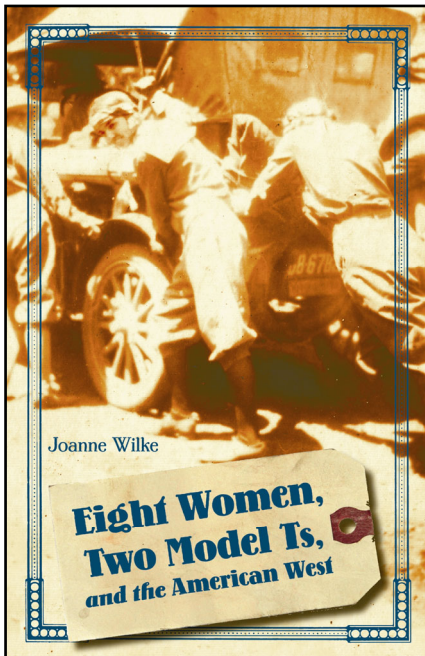




A MIDWEST CONNECTIONS PICK starting in March!

EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST by Joanne Wilke

“These eight travelers left a legacy of adventure that still resonates with their children and grandchildren, and, thanks to Wilke’s book, is bound to inspire a new generation.” -- Lively Times



EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST is being promoted by the Midwest Booksellers Association and Bison Books/University of Nebraska Press as a **MIDWEST CONNECTIONS PICK** starting in March.

In 1924, eight young women drove across the American West in two Model T Fords. In nine weeks, they traveled more than 9,000 unpaved miles on an extended car-camping trip through six national parks, “without a man

or a gun along.” It was the era of the flapper, but this book tells the story of a group of farm girls who met while attending Iowa’s Teacher’s College and who shared a yen to “see some things.”

EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST is a blend of oral and written history, adventure, memoir, and just plain heartfelt living. It is a story of ordinary people doing extraordinary things. Weaving together a granddaughter’s essays with family stories and anecdotes from the 1924 trip, the book portrays four generations of women extending from nineteenth-century Norway to present-day Iowa -- and sets them loose across the western United States where the perils and practicalities of automotive travel reaffirm family connections while also celebrating individual freedom.

*“Wilke pays homage to family, to history, and to the lifelong pull of a compelling story. She manages it with integrity and writes with spare grace and lyricism.” --Alan Kesselheim, author of *Threading the Currents: A Paddler’s Passion for Water**

Joanne Wilke’s work has appeared in the *Crazy Woman Creek: Women Rewrite the American West* and *Leaning Into the Wind: Women Write from the Heart of the West* anthologies. She has also written pieces for the *Montana Quarterly*, the *Pacific Review*, and the *Christian Science Monitor*. She lives in....???

Please read this “entertaining and inspiring” (*Booklist*) book, perfect to celebrate Women’s History Month and beyond. We know you’ll love it as much as we do, and that it will quickly become one of your hand-sell favorites and top book club recommendations!

Send your comments and reviews about **EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST** to us, too. We’re eager to share your endorsements with your fellow MBA booksellers and with your customers.

EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST

Bison Books / University of Nebraska Press

Women’s Studies / American History / Travel

Paperback \$18.95 ISBN 978-0-8032-6019-1

Order from University of Nebraska Press / Trim Associates or your preferred wholesaler

MIDWEST CONNECTIONS marketing information on the next page...

Sell More Books with MBA's



REGIONAL MARKETING PROGRAM

Featuring

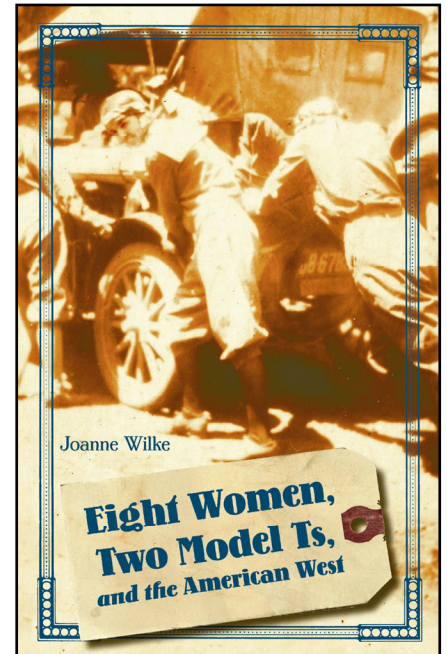
EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST by Joanne Wilke

Bison Books / University of Nebraska Press

"Beautiful, filled with sharp, sensory details....The letters the women sent home are a highlight of the book, brimming with the sort of pep and optimism that seems to be a hallmark of young people during this period of American history....[It] is compelling throughout."

-- Jenny Shank, NewWest.net

"Throughout the book, Wilke expertly interweaves her own story of personal discovery and connection to the West....The result is a seamless fusion of memoir and adventure, insight and history." --Outside Bozeman



MIDWEST CONNECTIONS Marketing Plans for *EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST* Details at www.midwestbooksellers.org/members/eightwomen.html

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- An excellent title to recommend for book clubs and for Women's History Month
- Author events in MBA bookstores, where feasible
- Author phone-ins to book clubs can be arranged
- All author events promoted on the MBA Bookstore Events website www.midwestbooksellers.org/events
- Banner ads for the book on the MBA website and MBA Bookstore Events website
- Reading copies of *EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST* available from Bison 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 stickers, shelf-talkers, signs, bookmarks 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 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 or
susan@midwestbooksellers.org
Phone 612-926-5868 or 800-784-7522

Promote *EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST* and author Janice Wilke

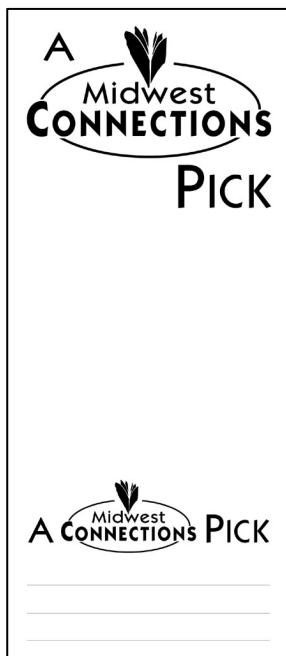
Your store can earn promotional rebates worth \$75 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST* in at least three ways between March 1, 2008 and June 15, 2008. The list of possible and suggested 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 *EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST*. **YOU ALSO MUST REPORT YOUR SALES OF *EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST* 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 June 30, 2008.



FREE MIDWEST CONNECTIONS PICK book stickers are available from the MBA office!

This shelf-talker is available as a ready-to-use PDF files at www.midwestbooksellers.org. Go to the Members MIDWEST CONNECTIONS page and click on the link from *EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST* to get to the web page for this book -- www.midwestbooksellers.org/members/eightwomen.html

You also will find generic signs and bookmarks for the MIDWEST CONNECTIONS program.

A JPG file of the book cover photo is available on the book's web page, above.

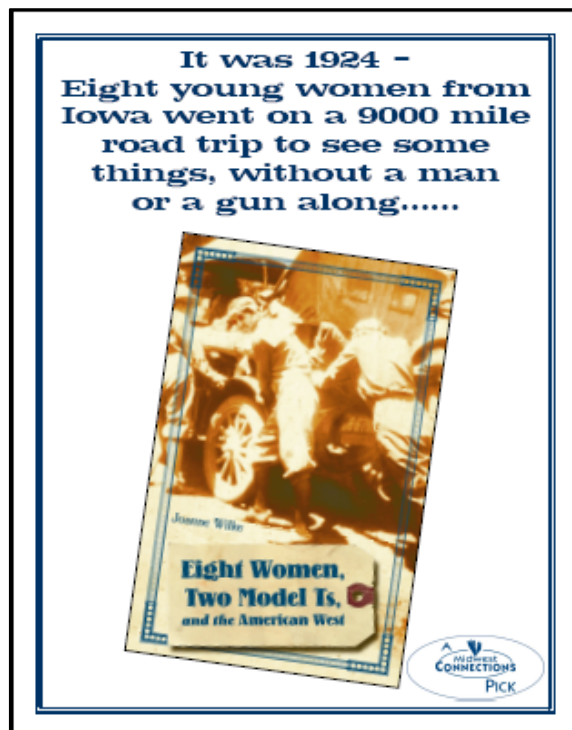
A full-color sign or flyer for this book is available as a PDF file.

A Q&A with the author and discussion questions about the book are available as PDFs. These are excellent materials for use with book clubs.

A B&W print ad to which you can add your own store info will be available soon as a PDF file at the MBA website www.midwestbooksellers.org/members/eightwomen.html



STICKER graphic



EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST By Joanne Wilke
Rebate Request Form -- Deadline June 30, 2008

To be eligible for rebates for promoting EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST, your store must promote this book in at least three of the following ways between March 1, 2008 and June 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 44th Street, Minneapolis, MN 55410 by June 30, 2008.

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

REQUIRED! Report your store's sales of *EIGHT WOMEN* for March-June 2008 **QTY SOLD** _____

- Display *EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST* 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 *EIGHT WOMEN, TWO MODEL Ts...* 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 *EIGHT WOMEN...* on your local radio station. DOCUMENT TO MBA.
- Host an event or informal stock signing at your store with the author. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- Promote *EIGHT WOMEN* to local reading groups or 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 *EIGHT WOMEN, TWO MODEL Ts* 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 June 30, 2008, in order to receive your store's rebates. **REQUIRED!** You MUST report your store's sales of *EIGHT WOMEN, TWO MODEL Ts, AND THE AMERICAN WEST* for the months of March through June 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 *EIGHT WOMEN* 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 MARCH MIDWEST CONNECTIONS PICKS titles. *EIGHT WOMEN* is one of 3 Midwest Connections books launched in MARCH.

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.