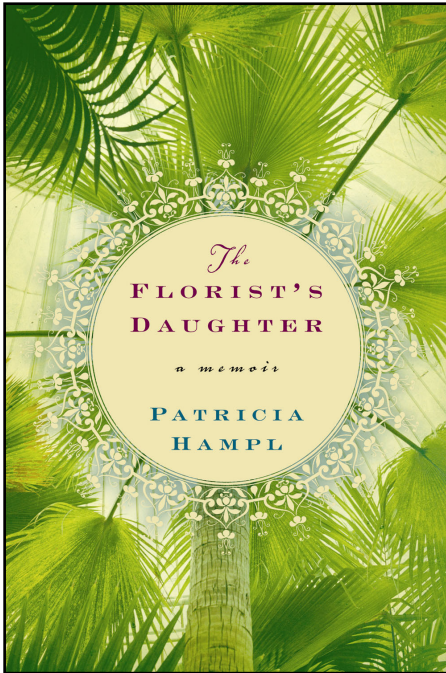




A MIDWEST CONNECTIONS PICK for October!

THE FLORIST'S DAUGHTER A Memoir by Patricia Hampl



"This memoir of a mother is told by a daughter with honesty and openness. It shows us how a real and intimate relationship can develop between family members if we will embrace each other for who we are. A good book for mothers and grown daughters to share." --Susan Paddock, Brown Street Books, Rhinelander, WI

THE FLORIST'S DAUGHTER is being promoted by the Midwest Booksellers Association and Harcourt as a *MIDWEST CONNECTIONS PICK* for October. It will also be featured on the front cover of the 2007 MBA Catalog during the upcoming holiday season.

As the child of a debonair Czech father, whose floral work gave him entree into St. Paul society, and a distrustful Irishwoman with an uncanny ability to tell a tale, Patricia Hampl remained an attentive daughter well into adulthood. But it is during the long farewell of her mother's dying, that she revisits her childhood to write her most personal memoir yet -- **THE FLORIST'S DAUGHTER**.

Written in the elegant prose style for which she is lauded, Hampl traces the arc of her role as dutiful daughter from postwar years past the turbulent sixties. But **THE FLORIST'S DAUGHTER** is more than a memoir of one family's life. It is a tribute to supposedly ordinary people and a historic testament to mid-century Middle America. At the heart of this book is the humble passion of people who struggled out of the Depression into a better life, not only for themselves but for the common good. **THE FLORIST'S DAUGHTER** is Hampl's most intimate, yet most universal, work to date.

Patricia Hampl is the author of four memoirs - *A Romantic Education*, *Virgin Time*, *I Could Tell You Stories*, and *Blue Arabesque* - and two collections of poetry. She has received a MacArthur Fellowship, among many other awards, and is a member of the American Academy of Arts and Letters. She lives in St. Paul and is Regents Professor at the University of Minnesota.

Please read this "*thoughtful and elegant*" (Library Journal) memoir 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 **THE FLORIST'S DAUGHTER** to us, too. We're eager to share your endorsements with your fellow MBA booksellers and with your customers.



THE FLORIST'S DAUGHTER by Patricia Hampl

Harcourt

Memoir/ Hardcover \$24.00

ISBN-13 978015-101257-2, ISBN-10 0-15-101257-1

MIDWEST CONNECTIONS marketing information on the next page...

Sell More Books with MBA's



REGIONAL MARKETING PROGRAM

Featuring

THE FLORIST'S DAUGHTER

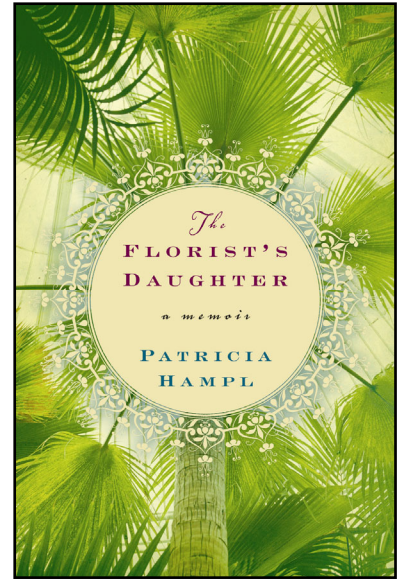
A Memoir

by Patricia Hampl

Harcourt

Widely recognized as one of our finest memoirists, Hampl has written her most intimate, yet most universal, work to date. **THE FLORIST'S DAUGHTER** is a tribute to her parents, her Midwestern girlhood, and the ardor of supposedly ordinary people.

"With her enchanting prose and transcendent vision, [Hampl] is indeed a florist's daughter - a purveyor of beauty - as well as a careful, tablet-wielding investigator, ever contemplative, measured and patient in her charges." - Publishers Weekly, Starred



MIDWEST CONNECTIONS Marketing Plans for **THE FLORIST'S DAUGHTER**

- Cover feature on the 2007 MBA Catalog
- \$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
- 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 **THE FLORIST'S DAUGHTER** available from Harcourt 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
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 *THE FLORIST'S DAUGHTER* and author Patricia Hampl!

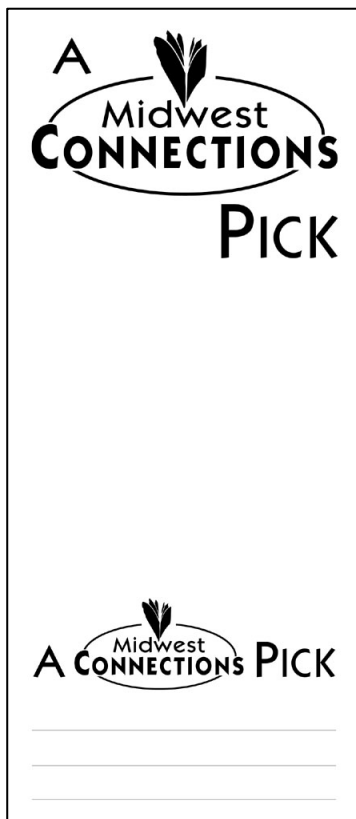
Your store can earn promotional rebates worth \$75 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *THE FLORIST'S DAUGHTER* 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 *THE FLORIST'S DAUGHTER*. YOU ALSO MUST REPORT YOUR SALES OF *THE FLORIST'S DAUGHTER* 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.

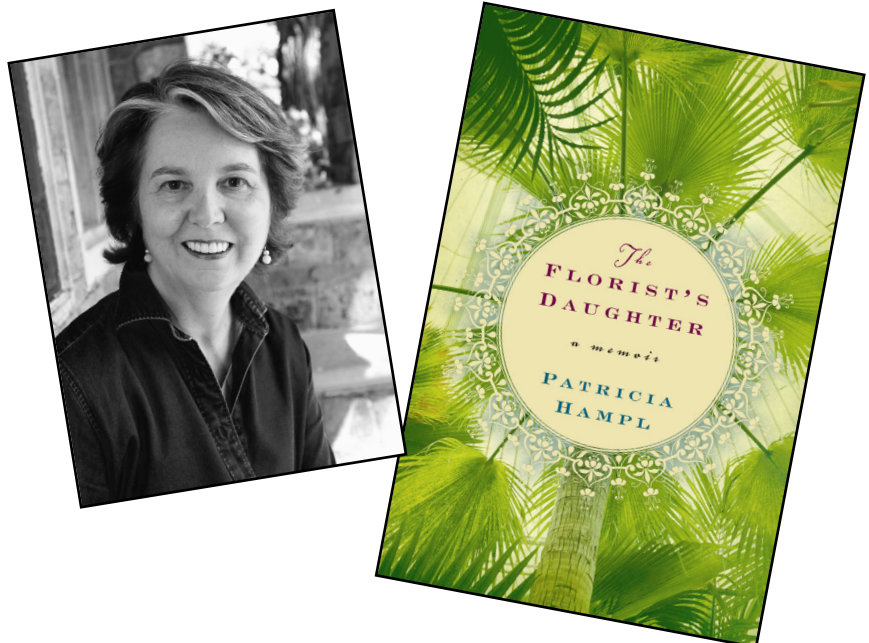


This shelf-talker is available as a ready-to-use PDF files at www.midwestbooksellers.org. Go to the Members Area MIDWEST CONNECTIONS page and click on [THE FLORIST'S DAUGHTER by Patricia Hampl](#)

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. JPG files of the book cover and author photo also are available.

Go to the Members Area MIDWEST CONNECTIONS page and click on [THE FLORIST'S DAUGHTER by Patricia Hampl](#)



***THE FLORIST'S DAUGHTER* by Patricia Hampl [Harcourt]**

Rebate Request Form

Deadline February 15, 2008

In order to be eligible for rebates, your store must promote *THE FLORIST'S DAUGHTER* in at least three of the following ways between October 1, 2007, and January 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 44th 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 *THE FLORIST'S DAUGHTER* for Oct. 2007 through Jan. 2008.

- ___ Display *THE FLORIST'S DAUGHTER* 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 *THE FLORIST'S DAUGHTER* 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 *THE FLORIST'S DAUGHTER* 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 *THE FLORIST'S DAUGHTER* 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 *THE FLORIST'S DAUGHTER* 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 February 15, 2008, in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of *THE FLORIST'S DAUGHTER* for the months of October 2007 through January 2008.

- ___ **\$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 *THE FLORIST'S DAUGHTER* 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 *THE FLORIST'S DAUGHTER* in your local newspaper or similar publication, including a photo of the book cover.