

Spotlight on Sigel

Sigel
Press

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Happy Holidays from T Sigel Consulting/Sigel Press

The year has flown by! I apologize that this is only the second newsletter of the year. Normally, I send them to you on a quarterly basis. I do not want you to think that you are forgotten- quite the contrary! Without you, we would not be in business.

We've been busy this year with an array of projects across multiple disciplines with major academic publishing houses and companies, have presented many workshops and training programs, and have assisted authors with their customized publications, both traditional and e-books.

We encourage you to continue supporting T Sigel Consulting and Sigel Press as we enter 2011. In March we will be celebrating 5 years in business. We are proud of our accomplishments given the challenging global economy. Continue to spread the good word about us. We hope you enjoy this newsletter, thank you for your patronage, and we look forward to hearing from you. Wishing you a wonderful holiday season and all the best for health, happiness and success in 2011!

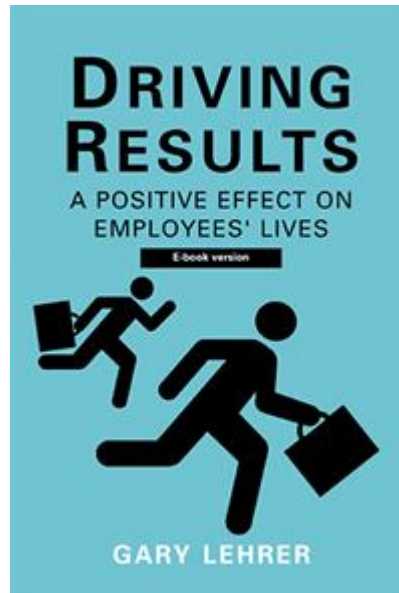
All the best,

Thomas

In the News

Congratulations to **Laurie Mook**, co-author of *What Counts: Social Accounting for Nonprofits and Cooperatives* on her appointment as Assistant Professor at the Lodestar Center for Philanthropy and Nonprofit Innovation at Arizona State University.

Driving Results: A Positive Effect on Employee's Lives



ISBN: 978-0-578-05914-3

Cloth, 62 pages

Our Price: \$14.95

E-book Price: \$9.99

An indispensable tool for any organization, *Driving Results: A Positive Effect on Employee's Lives* teaches results based thinking. Floundering in your company? Frustrated with muddled leadership and unclear messages? This short read will have a tremendous impact in helping you transform your organization's leadership to produce measurable results. Implement Lehrer's techniques and see how employees will unleash their power and enthusiastically step up to the plate to perform.

Lehrer has over twenty years of proven success using this model. This book provides a step-by-step plan for organizations to achieve results. Learn how to escape the vicious circle of business failures and plunge into the world of achieving results.

Ideal for business students as well as practitioners, Lehrer has designed *Driving Results* as a written seminar. Once you have completed this study, you are equipped with a methodical plan for action.

Now available at www.sigelpress.com!

Contact us directly for bulk and special orders.

Spotlight on Gary Lehrer

Gary Lehrer was born in New York on Long Island. Gary's mother and father, along with an older brother, migrated West, presiding shortly in New Mexico, then settling in San Jose, California. San Jose was his home for the remainder of his education.

In his youth, Gary faced several challenging obstacles. He learned how to overcome the road blocks of dyslexia. His heart was pulled from his chest, at the age of twenty two, as he learned of his father's sudden death. Then, at the age of twenty four Gary's mother and brother excommunicated him from their lives due to his unwillingness to share in his mother's and brother's religious beliefs.

Gary began his career in the textile industry. He performed sales and service responsibilities which placed him on the front lines with customers throughout Northern California. Several years on, the front lines of the service sector expanded Gary's customer related skills.

Gary remained in the textile industry; however, his passion for growth led him to a national size organization. He performed and exceeded all expectations as an outside sales consultant. After two solid years in outside sales, he had captured the attention of the competitors. He was then offered a management position with a world class service sector organization.

Gary continued a long accomplish career with this multi-billion dollar world class corporation. He exceeded all expectations and continued the growth expansion of his business skills while performing as Production Manager, District Manager, Assistant General Manager and General Manager. His attention to results continued to capture the attention of this organization which tasked him to turn around operations. He participated with Human Resources, traveling the country teaching at the organization's seminars. Gary had become one of the most highly recognized employees at this world wide 200,000 plus employer.

Gary continued his career as President of a Nevada corporation. This corporation provided services in the custom home construction industry. He produced four consecutive years of extremely high growth and profits.

Gary then embarked on his most challenging endeavor, authoring a book. He has recently released his business model in the publication *Driving Results: A Positive Effect on Employees' Lives*. He has a passion to have a positive effect on many leaders and their employees.

Gary's priorities are God, Family, and Country. He has a great appreciation for outdoor activities and enjoys surfing, skiing, golf and motorcycles. To order your copy of this informative and compelling book, either in paperback or e-book format, visit www.sigelpress.com.

T SIGEL CONSULTING/SIGEL PRESS IS AVAILABLE TO HELP MEET YOUR NEEDS

Don't forget that T Sigel Consulting/Sigel Press offers a wide-range of business, training, educational, editorial and publishing services which include, but are not limited to:

- In-house training seminars/workshops in the areas including marketing, sales and leadership for both profit and non-profit organizations
- Assistance on writing/refining your business or marketing plan
- In-company/organization assessment to help create efficiencies and maximize your business
- Publishing training and workshops- ideal for library and writers' group programs
- Editorial services for individuals and corporations
- Key-note presentations for your next corporate or non-profit event by Thomas Sigel as well as all Sigel Press authors
- Customized (bespoke) publications

Contact us via email at tsigel@sigelpress.com or by phone- In the USA: 330-722-2541 or in the UK: 01223 303 303 to let us know how we might be able to assist you!

Upcoming Events

November 28, December 5 and 12, 2010

Linda Nissen Samuels conducts a children's workshop based on *Draw Water and Other Things* at Cass Art, 58-62 Heath Street, Hampstead, NW3 1EN from 9:30 to 10:30am. For more information or to book your place, call Cass Art on +44 (0) 20 7435 5479.

December 5, 2010

David Jowsey signs copies of *Dragons in the Sky* and *Shattered Truths* at Waterstones Middlesbrough, 17 Newport Crescent, Middlesbrough, England, TS1 5 UA, Phone store on 0843 290 8493 to confirm time.

December 18, 2010

David Jowsey signs copies of *Dragons in the Sky* and *Shattered Truths* at Guisborough Bookshop, 4 Chaloner Street, Guisborough, Yorkshire, England, TS14 6QD, 12:30pm. For more information phone the bookshop on 01287 610179.

January 10, 2011

Thomas Sigel presents a mini-workshop on Book Publishing Strategies for Trainers and Consultants at the ASTD (American Society for Training and Development) SIG at Panera Bread, 5090 Tiedeman Road, Cleveland, Ohio, 44144 (off I-480). 8:30-10am.

Visit www.sigelpress.com and www.tsigel.com as we add more upcoming events. Thomas Sigel and the Sigel Press authors are available for workshops, lectures, seminars. Contact us to find out more!

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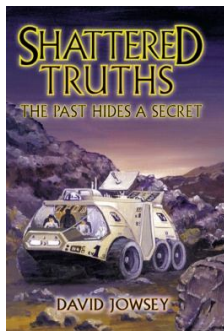


Dragons in the Sky by David Jowsey

On a blisteringly hot summer day, ten year old Tom Richards' world is turned upside down as an incoherent figure stumbles into his garden. He is Danny, a long-lost childhood friend of Tom's father. When Danny begins revealing the story of his youth, Tom's family is forced into an experience none of them could have imagined. This book is a great read for anyone over the age of 10.

"*Dragons in the Sky* is an amazing adventure set against the most vivid backdrop of the moors. Atmospheric, frightening and yet most thrilling – a book that must be read." – **GP Taylor**, International best-selling author of *Shadowmancer* and *The Curse of Salamander Street*.

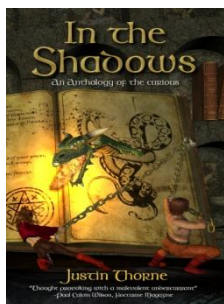
978-1-934087-43-5



Shattered Truths: The Past Hides a Secret by David Jowsey

Tom Richards knows he has been destined to visit the red planet since his childhood encounter with the An'Tsari thirty years before. As part of an international team of astronauts, Tom explores the surface of Mars. Now, as the crew struggle to survive a planet-wide storm, Tom must confront the existence of a sinister organisation and come to terms with his own future. Can he protect humanity from a dark and treacherous past, or will the existence of such an overwhelming power mean the extinction of the human race? *Shattered Truths* is the eagerly awaited sequel to *Dragons in the Sky*, and draws the second chapter of the An'Tsari trilogy to a nail-biting conclusion.

978-1-905941-02-5

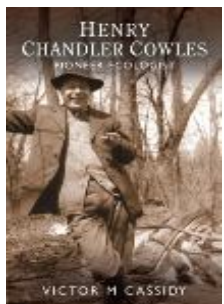


In the Shadows: An Anthology of the Curious By Justin Thorne

In the Shadows is a collection of previously published short stories and brand new tales from an emerging voice in genre fiction. The anthology includes fantasy, horror, science fiction, crime, mystery and an exclusive preview of the forthcoming fantasy novel, *Footsteps*.

"It has been said over and over that all writers secretly wish they were rock stars. Justin Thorne has the somewhat maddening ability to be both. And like good music, his writing is arresting and fearless yet it never fails to charm" –**Jonathan Miller, Editor in Chief, Be Which Magazine.**

978-1-905941-03-2

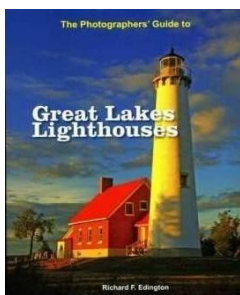


Henry Chandler Cowles: Pioneer Ecologist by Victor M. Cassidy

Henry Chandler Cowles (1869-1939) was an ecologist, botanist, teacher, and conservationist who made hundreds of field observations of the sand dunes landscape that rings the southern and eastern shores of Lake Michigan.

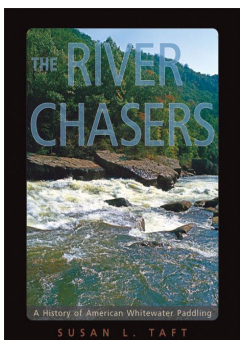
"As the first published biography of this pre-eminent scientist who established ecology as a discipline in the early 20th century, Cassidy's work is significant...The biography is comparable to those of his contemporaries, Frederick Clements and Victor Shelford." -**Noel Pavlovic**, Research Ecologist, Great Lakes Science Center

978-1-934087-20-6



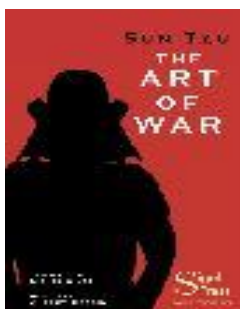
The Photographers' Guide to Great Lakes Lighthouses by Richard F. Edington
This new concept in 'How To' photo books features 25 photogenic lighthouses in the central Great Lakes region. It is instructional to photographers of all levels and enjoyable to those who are simply lighthouse lovers. In addition to many helpful hints for photographing all lighthouses, each chapter contains text and photos for the individual lights including: Distinguishing Features, Best Time of Day, Suggested Compositions, Sunset/Sunrise and Directions (including GPS coordinates). There are a total of 128 striking photographs.

978-0-615-22081-9



The River Chasers is a narrative history of American whitewater canoeing and kayaking. Written by Susan Taft, the book traces the evolution of paddling through the people, places, and events over the last century. The culmination of five years of research and 130 interviews, *The River Chasers* covers whitewater paddling from wood/canvas canoes and folding kayaks to modern day composite and plastic; from recreational whitewater to slalom, squirt and freestyle; and from clubs to the leading whitewater manufacturers. The book has been recognized for telling the history of commercialization of user innovations, a process outside of the traditional market system of business economics. The book is 384 pages in length with sixty-five photos and includes a complete list of references and listings of American champions and medalists for slalom and wildwater.

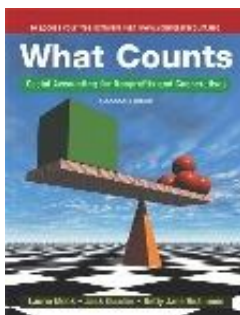
0-9669795-1-6



Sun Tzu's *The Art of War*, an audio book read by Andrew Hogbin

Sun Tzu was a brilliant Chinese general who lived around 400 to 320 BC. He wrote "The Art of War" for his king, Ho Lu, and it is the oldest extant treatise dealing with the concepts and principles of conventional warfare. The lessons Sun Tzu drew then are as relevant today as they were over two millennia ago. This translation was first published in 1910 by Dr. Lionel Giles, a famous sinologist, who worked at The British Museum in London.

978-1-905941-07-0



What Counts: Social Accounting for Nonprofits and Cooperatives

by Laurie Mook & Jack Quarter, of the Ontario Institute for Studies in Education, and Betty Jane Richmond of York University.

What Counts goes beyond traditional accounting and tells the story of nonprofit and cooperative performance in an effective and interesting way.

"For years, I collected examples of social accounting practices and developed a thick folder of materials. Thankfully, it has now been replaced by a detailed and effectively written reference—*What Counts*." - **Elizabeth K. Keating**, Senior Research Fellow, Harvard University

978-1-905941-01-8



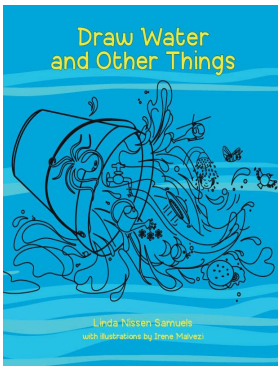
Exploring Marketing: A Creative Learning Approach

By Patrice Ann Nuq and Bob Boland, of the International University in Geneva

Exploring Marketing is a tried and tested program guaranteed to solidly teach and reinforce the basic principles and concepts of marketing. This text's innovative Creative Learning Approach leads the reader from simple to complex ideas in a gradual fashion. Accompanying the text is a CD-ROM filled with enrichment materials to enhance the learning process including: a glossary of 200 terms, Power Point slides containing sample cases, audio reinforcement, and even a final exam.

"This is an amazing course! I was able to apply my knowledge of marketing immediately in the workplace... I highly recommend this approach." - **Valerie Extermann**, Communication Specialist, CATERPILLAR Geneva, Switzerland

978-1-905941-00-1



Draw Water and Other Things

By Linda Nissen Samuel, with illustrations by Irene Malvezi. This book is designed for anyone from 5 -105. The aim is to aid the new artist by developing the key skills of the art of drawing. From easy step-by-step drawings with simple lines and circles, you, as a new artist, will learn to recognise the underlying shapes of objects. You can transfer this skill to more complicated shapes as your confidence increases. The book also introduces the vocabulary of art, such as ellipse, vanishing point and perspective, illustrated in an easy to grasp manner. At the end of each stage you are given the opportunity to put your new-found skills into action with a comprehensive drawing of all that you have learned in the previous chapter.

978-1-905941-15-5

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