

# Spotlight on Sigel

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## The ‘Big Write’ Excites Students About Literature

**Author David Jowsey conducts inspiring student workshops**

Sigel Press author David Jowsey recently completed a series of workshops in Middlesbrough primary schools, England, as part of ‘The Big Write’, a project involving visiting authors in schools.

Invited to visit, David combined nineteen years of teaching experience with his love of writing to take the children on a journey through the development of characters. Through analysis of a chapter from *Dragons in the Sky* the children were able to explore how the characters’ emotions, physical actions and facial expressions worked together to create atmosphere and tension, and the way in which these qualities worked together to broaden the reader’s understanding of the characters.

“*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*.**

Through analysis of a chapter from *Dragons in the Sky* the children were able to explore how the characters’ emotions, physical actions and facial expressions worked together to create atmosphere and tension, and the way in which these qualities worked together to broaden the reader’s understanding of the characters. Linked to dialogue and interaction with other characters in the chapter, the children developed a wider understanding of the importance of the character as a whole, rather than as a thinly created persona. They explored a set of given circumstances and placed themselves within fictional situations, studying how they would react themselves, as an aid to developing stronger character writing during follow-up activities.

Both pupils and teachers were very complimentary about David’s input, finding it a valuable resource and an ‘eye-opener’ to the world of books and publishing. The children asked intelligent questions about the



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writing and publishing process, and had the opportunity to hear an exclusive reading from the forthcoming sequel. Students also asked searching questions about the other books in the trilogy.

For David, having an opportunity to leave the classroom for a time to work with children as an author was a very enlightening and enjoyable experience. Since completion of the workshops, he has received letters and emails from numerous children who took part, thanking him for helping them and even sending stories which have been developed by the sessions.

Involvement in 'The Big Write' has led to an increase in book sales of *Dragons in the Sky* and David has been invited to return at a later date to continue his input.

Should you have any questions for David regarding the workshops, or any other matter relating to the *Dragons* trilogy, please contact him on [dragonsinthesky@hotmail.co.uk](mailto:dragonsinthesky@hotmail.co.uk)

### Upcoming Events

**March 12, 2008**

**"The World of Publishing: A Global Player's Perspective"**, Lecture by Thomas Sigel, Medina County District Library, Lodi Branch, Lodi, Ohio, 6:30-8pm. For more information call 330-722-2541 or 33-948-1885.

**March 17, 2008**

**"Branding"**, Workshop by Thomas Sigel, University of Akron, Medina University Center, Medina, Ohio Time: TBA. For more information, contact Sue Dukeman on [sd63@uakron.edu](mailto:sd63@uakron.edu).

**March 28, 2008**

**"What Counts: Social Accounting for Nonprofits and Cooperatives"**, Workshop by Laurie Mook and Jack Quarter, University of Toronto, Betty Jane Richmond, York University, and Eric Plato, Frontier College. The workshop provides hands on experience and an introduction to the online software, VolunteersCount, to account for volunteer value in your organization. 9:00am-12:00 pm, Cost: CAD100 + GST (includes free copy of What Counts), Location: Ontario Institute for Studies in Education, U of Toronto, Room 5-175. To register, contact Lisa White at [secworkshops@oise.utoronto.ca](mailto:secworkshops@oise.utoronto.ca).

**April 1, 2008**

**"Henry Chandler Cowles: Pioneer Ecologist"**, Lecture by Victor Cassidy at University of Illinois, Circle Campus, 845 W. Taylor Street, Chicago, Illinois 60607 as part of the Evolution and Ecology Department Lecture Series, 4pm. Room TBA, For more information call 312-996-3154.

**April 7, 2008**

**"Henry Chandler Cowles: Pioneer Ecologist"**, Lecture by Victor Cassidy at The Morton Arboretum, 4100 Lincoln Avenue, Lisle, Illinois  
Phone 630-968-0074 for exact time and location.

**April 8, 2008**

**"Henry Chandler Cowles: Pioneer Ecologist"**, Lecture by Victor Cassidy at The University of Chicago, Department of Ecology, 12 noon.  
Stay tuned for more details.

**April 11, 2008**

**"Target Marketing"**, Workshop by Thomas Sigel, University of Akron, Medina University Center, Medina, Ohio. Time: TBA. For more information, contact Sue Dukeman on [sd63@uakron.edu](mailto:sd63@uakron.edu).

**May 20, 2008**

**"Branding"**, Workshop by Thomas Sigel, University of Akron, Medina University Center, Medina, Ohio Time: TBA. For more information, contact Sue Dukeman on [sd63@uakron.edu](mailto:sd63@uakron.edu).

**June 12, 2008**

**"How to Write an Effective Book Proposal: Advice on Getting Published"**, Lecture by Thomas Sigel, Medina County District Library, Brunswick Branch, Brunswick, Ohio, 7:00-8:30pm. For more information call 330-722-2541 or contact Jean Christensen on 330-273-4150.

## LETTER FROM THE CEO

Dear Clients, Customers and Friends,

January was off to a roaring start for us as we were busy with a variety of editorial and consulting projects, including a half day workshop on writing effective marketing prefaces and back cover blurbs. We split time split between the USA and UK.

In February, we were featured on the front page of the NE Ohio-based paper, *The Post*, with the headline, “Sigel to Give His Perspective on Publishing” which refers to the upcoming lecture on 12 March at the Medina County District Library Lodi Branch.

Speaking of engagements, my authors and I are involved with a variety of lectures and workshops over the next months. See **Upcoming Events** in this issue and also visit [www.tsigel.com](http://www.tsigel.com) and [www.sigelpress.com](http://www.sigelpress.com) frequently as we add new listings. Do keep any of us in mind if you’d like us to present a lecture, workshop or seminar at your organization or institution.

In this issue we feature **David Jowsey’s** continued involvement in presenting inspiring student writing workshops. We will launch the second book of David’s thrilling science-fiction trilogy in December, so stay tuned for tantalizing teasers over the course of the year.

We also broach the subject of the challenges of establishing pricing and determining pricing objectives in the article, “How Should a Company Establish Prices?”

Later this month we will post a sample chapter of a very exciting Marketing Management Online Course. Delivered by global marketing guru **Philip Kotler**, this comprehensive course will be available for August 2008 classes and training programs. More information will be available on our websites or contact us directly to learn more.

Our audio book version of **Sun Tzu’s** *The Art of War* has been enthusiastically embraced by different organizations. It is available for site licensing. In today’s busy age, just download this classic translation of the famous strategy text onto your MP3 player, iPod or computer and absorb the wise words of this ancient Chinese general. Call us to learn more.

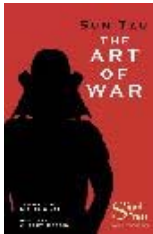
As always, we welcome your comments and feedback. Continue to spread the word about T Sigel Consulting/Sigel Press. Stay in touch!

Best regards,

Thomas

# Now on Sale!

Visit [www.sigelpress.com](http://www.sigelpress.com) for secure and easy web ordering, or call us in the USA on 330-722-2541 or in the UK on 01223 303303.



**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



***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

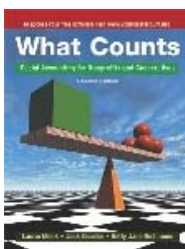


***Henry Chandler Cowles: Pioneer Ecologist*** by Victor M. Cassidy

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



***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

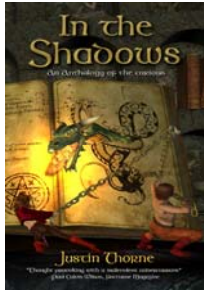


***Exploring Marketing: A Creative Learning Approach***

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



### ***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

## **How Should A Company Establish The Price?**

Pricing decisions are influenced by the underlying marketing and financial objectives of your business. Most companies have multiple products, therefore portfolio considerations are important. There are four strategic pricing objectives for you to consider.

- 1. Harvest.** If the product is mature with a core of loyal users but faces increasing competition from low-price or superior-value products, it may pay for you to keep prices high and allow market share to erode gradually. The cash you generate can then be channelled into new products.
- 2. Maintain market share.** If the product has long-run strategic value, you may aim at holding share. You should adjust prices defensively to prevent competitive erosion.
- 3. Growth.** If your product is in an attractive market and has a differential advantage, you may use price as an aggressive weapon to build share or enter the market.
- 4. Quality leadership.** If you have the luxury of being a leader in a premium price niche, you may be able to ignore the mass market and cultivate customers who can pay substantially more for superior products.

*Are you faced with pricing issues? T Sigel Consulting can help you sort out a strategic solution.*

### **HOW TO CONTACT US**

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