



## American Book Producers Association



### Affiliate Member Directory 2020

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## Art Directors

### Kelly Design NYC

**CONTACT:** Paula Kelly

**EMAIL:** paula@kellydesignnyc.com

**WEBSITE:** www.kellydesignnyc.com

Kelly Design NYC is a boutique graphic design studio in the West Village of NYC, where award-winning design is created for trade book publishing. With a specialization in type-driven design for visually oriented illustrated book interiors and covers, I focus primarily on non-fiction: gift books, cookbooks, intriguing collectibles, picture books and health for both adult and tween markets.

I can handle a book beginning with just the manuscript and visually develop the content, arranging the visual hierarchy to work with the text. Or I can edit existing art to best convey the essential communication.

I've created books for a number of the big five publishing houses as well as small book publishers. I moved onto books after a career in editorial design and art direction at major publications in NY (*Mademoiselle*, *Esquire*, *Entertainment Weekly*, *Spin* and *Newsweek*—among others).

I'm open to opportunities for projects with smart, fun, collaborative clients.

### Tim Palin Creative

**CONTACT:** Tim Palin

**EMAIL:** tim@timpalincreative.com

**WEBSITE:** www.timpalincreative.com

Tim Palin Creative . . . where all of your wildest dreams come true.

TPC is a Boston/NYC-based creative biz specializing in Art Direction, Design, Production, Photography and Illustration (editorial and kidlit). Publishing clients include Scholastic Inc.; Little Bee (Bonnier); Capstone; Albert Whitman & Co.; Cantata Learning; The Book Shop Ltd. (for Race Point Publishing, Sterling Innovation, Thunder Bay Press); PrintMatters (Lonely Planet Kids); Insight Editions; Enchanted Lion; Mason Crest; Girl Scouts of America; Mango and Marigold Press (formerly Bharat Babies); Tighe (Houghton Mifflin, National Geographic); DuoPress and Free Spirit Publishing.

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# Copyeditors

## Russell J. Santana

**EMAIL:** russelljsantana@gmail.com

I am a language professional with almost thirty years of experience in commerce, government, history, law, psychology, and many other fields. Currently, I provide services in proofreading, copyediting, indexing, translation, and writing, and am well versed in AP and CMOS styles. Additionally, I am fluent in English, Portuguese, and Spanish.

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# Designers

## Carling Design, Inc.

**CONTACT:** Tom Carling

**EMAIL:** tom@carlingdesign.com

**WEBSITE:** www.carlingdesign.com

Working directly for publishers or in partnership with book packagers, Tom Carling has produced hundreds of children's trade and school/library nonfiction books for publishers such as Scholastic, National Geographic Kids, Time Inc, Houghton Mifflin Harcourt, and Dorling Kindersly (Eyewitness). This naturally led to assignments from high school and college textbook publishers, like Macmillan Learning, who, wishing to tap Tom's expertise in trade publications for young readers, have engaged him to design some of their most important titles in the sciences and humanities. Tom lives and works out of his loft in lower Manhattan, next to the Brooklyn Bridge.

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## KWP Creative

**CONTACT:** Keith Plechaty

**EMAIL:** keith@kwpcreative.com

**WEBSITE:** www.kwpcreative.com

After 15 years of being in the graphic design field, I'm a firm believer that treating clients with kindness and understanding is just as important as producing captivating designs. I realize that a successful outcome is largely based on being open-minded and approachable to my clients. I love designing and know that clients hire me for my unique perspective. However, they also know that I take their visions seriously and make sure their concerns are always heard.

I have expertise in creating catalogs, educational materials, retail packaging, children's books, interactive teaching materials, and theatrical posters. I've worked for Scholastic Inc, Reader's Digest, Oxford University Press, Silver Dolphin, and many other interesting companies. I'm experienced working with licensed properties, such as Star Wars, Paw Patrol, PJ Masks, Barbie, Clifford the Big Red Dog, I SPY, Dora the Explorer, and Sesame Street.

I look forward to working with you.

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# Editors

## BJ Berti Editorial Services

**CONTACT:** BJ Berti

**EMAIL:** [bjberti@gmail.com](mailto:bjberti@gmail.com)

**WEBSITE:** <https://www.linkedin.com/in/bjberti/>

An experienced and collaborative trade publishing professional with editorial and rights experience. Specializing in design-focused practical non-fiction books, working with a wide-range of publishing and creative people. I can offer services in the following areas:

- ✦ Editing and Writing
- ✦ Content Development
- ✦ Content Acquisition
- ✦ Consulting
- ✦ Rights Acquisition
- ✦ Creative Project Management
- ✦ Editorial Photography
- ✦ Design Expertise
- ✦ Research

## Laura Daly

**EMAIL:** [laurajdaly@earthlink.net](mailto:laurajdaly@earthlink.net)

Provide a wide range of services for trade and educational book publishers, trade magazines, and journals, including copyediting, original writing, rewriting, fact checking, proofing, and indexing. Sample subject areas: medicine, history, music, business, fiction (adult and young adult), travel, film studies, sports, psychology, remedial language skills development, and general reference.

## Susan Lauzau Editorial Services

**CONTACT:** Susan Lauzau

**EMAIL:** [slauzau@gmail.com](mailto:slauzau@gmail.com)

With in-house experience at a big publisher, a small publisher/packager, and a proprietary publishing program, I have deep understanding of clients' and readers' needs. An independent editor for more than a dozen years, I offer developmental and line/copy editing for nonfiction books/book-plus in: lifestyle/home/garden/nature, basic crafts, health/fitness, reference, and more.

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# Illustrators

## Tim Palin Creative

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**EMAIL:** [tim@timpalincreative.com](mailto:tim@timpalincreative.com)

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# Indexers

## Arc Indexing

**CONTACT:** Robert Swanson

**EMAIL:** [arcindexing@gmail.com](mailto:arcindexing@gmail.com)

Professional indexing for 20+ years. Work with many publishers including Macmillan, McGraw-Hill, Hachette, Cambridge, Columbia, and Rowman & Littlefield. There are several of us and we can take several projects at the same time. Specialty crosses over all non-fiction: academic, trade, history, literary criticism, political, medical, science, technical, biographical, and cookbooks.

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**EMAIL:** [russelljsantana@gmail.com](mailto:russelljsantana@gmail.com)

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# Photo Editors

## Kristin Sladen

**EMAIL:** ksladen@gmail.com

Accomplished photo editor with 20 years of experience with special focus on photography rights management. Research photography, utilizing a full range of sources including stock houses, news organizations, government and military agencies, museums, public domain sources and individual photographers. Secure rights and clearances, pursue and process permissions requests and negotiate fees. Possess excellent communication and project/time management skills.

Client list: National Geographic, Guideposts, HistoryNet, Jones & Bartlett Learning, QuadGraphics, PreMediaGlobal, Cengage Learning, Aptara, Storey Publishing, Rodale Publishing, Bill Smith Studios, CoreKnowledge, Everyday Health, Perfect Sense Digital, Federated Media (American Express), Revolution Health Group.

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# Production Specialists

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