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**ARTISAN
FOOD**
ENTREPRENEUR

*Profiles in
Passion and Success*

JO PACKHAM
where
women
create
BUSINESS

THE ARTISAN FOOD ENTREPRENEUR







WHERE WOMEN CREATE BUSINESS :

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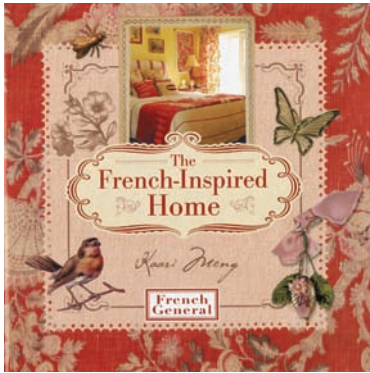
PROFILES IN PASSION AND SUCCESS

BY JO PACKHAM









DEDICATION



Like anything, being an author is demanding, tedious, frustrating, lonely, and anonymous ... yet at the end of the day it is exhilarating, satisfying, rewarding, and profitable.

There is no feeling that I know of that is equal to going into a bookstore and seeing your book on the shelves. And if it just happens to be among the "Employees' Picks" or on the shelf with the "Top 10 Best Sellers" ... you just simply may never have a better day!

Have you ever thought about how the success of a book is judged? Is it by the sheer numbers of books sold? Is it by the reviews received or the awards earned? Is it by the money that is made? Or is it by the respect that is acquired from those who know you well or not at all?

I was in publishing for years and had sold, quite literally, millions of books, and every single morning my cute little mother would call and ask me if I had to go to work that day, couldn't I stay home? What was so important for me to accomplish when I got there? She just could not quite grasp the concept that her daughter was a publisher. After all, publishers lived in New York City and wrote fiction or biographies.

Then one day she called and there was an excitement in her voice I had not heard before. She said to me, "You have really made it, haven't you?" I asked what made her think that today I could consider myself a success, and she said, "I saw your books in the library today and I was so proud." That day was the one day in my publishing career that I shall never forget and that no other day or recognition of success will ever surpass.

I hope in your career that you know the joy, experience the rewards, and share the success of a "best seller" with someone you love!

My best always

Jo



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JO PACKHAM

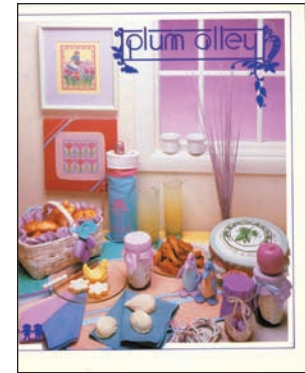
PUBLISHER



I am in my 60s, I have been an entrepreneur for 35 years, and I have worked in publishing my entire adult career. It was not a childhood dream, a focus for college studies, or part of a five-year business plan ... it just simply happened one day with a really good idea.







In the early '80s my husband graduated from law school in California, and we moved back to our hometown of Ogden, Utah, to open his law practice and to begin my new first dream: I opened a small retail store with my best friend called Apple Arts, where we sold art supplies to the college students and local crafters. We ran a good business and worked hard, but the income in a small town with an even smaller art supply store was negligible.

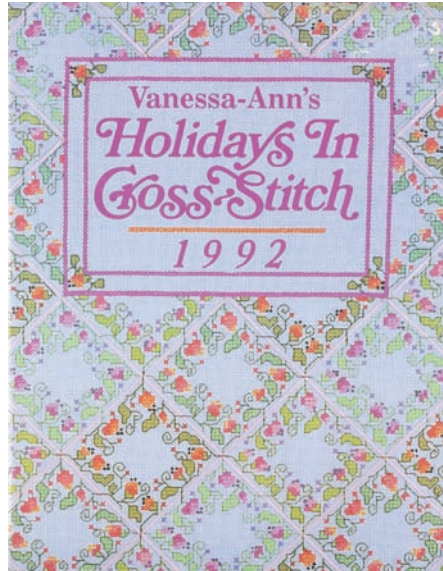
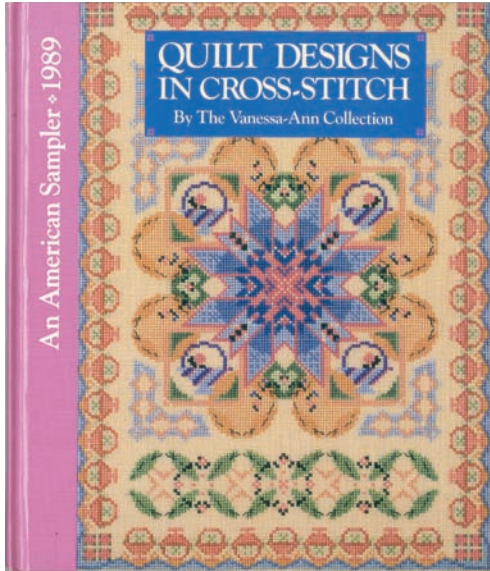
One day at a craft show, while shopping for new inventory for the store, I discovered a series of simple and basic counted cross-stitch books; we ordered them without a second thought. They sold like they were printed on gold paper ... there was something in this new handmade craft that was worth investigating.

Inspired by their author, fascinated by cross-stitch, and ready for a new more profitable venture, Linda and I sold the store. I found a new partner (which is a story for another time) and we began the learning curve of designing, publishing, and selling soft-cover, staple-bound, 24-page, cross-stitch pattern books for \$4.95. In those days I

graphed, stitched, and wrote instructions for our first four cross-stitch books at my kitchen table.

As with any successful new venture your product must be different or better than your competitor, so our books contained designs that were more sophisticated and offered more than just cross-stitch designs; we included pages of full-color photography, patterns, and techniques for teaching the new cross-stitch enthusiast how to take her finished cross-stitch pieces and use them as the fabric to make pillows, quilts, clothing, and more. Even then I loved to tell the whole story, and whenever possible we added food or shot the stitched pieces in the kitchen – where else but the heart of the home?

Millions of cross-stitch books were published and sold in the next six or seven years, and then the bottom fell out of the cross-stitch market ... as it will with any market. So, needing a job, I proposed our becoming a "packager" of how-to books to major publishers (which is also a story for another day), and we began publishing books in all categories of handmade with Oxmoor House and Meredith.



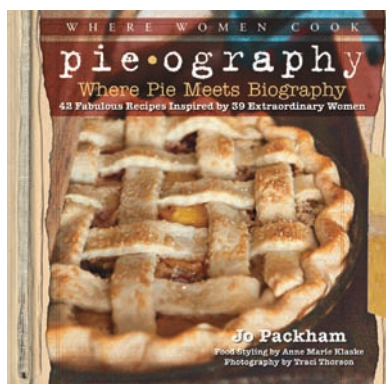
That was 35 years ago and in the years since I have published thousands of books that have sold millions of copies. I have worked with authors from around the world on subjects from antique cross-stitch samplers, to master woodworking, to baking pies ... and I am still at my kitchen table.

Over the years I have watched the industry change and create an entirely new business model. Authors, books, and publishing no longer have the same strategies or expected outcomes and incomes.

When I began with my first hardbound book on counted cross-stitch designs with Meredith Publishing, you could calculate that if you sold 10,000 books you knew you would be paid a

royalty of approximately 50 cents to \$1 per book, so your check would equal \$5,000 to \$10,000. The books were sold to independent retailers at a 50 percent discount off of retail and the retailers paid the invoices within 30 days.

In the early 1980s, with the rise of the big-box chain stores, the buying and selling of books began to change. Big-box buying power demanded higher discounts, delayed invoicing and the right to return, which meant lower and delayed royalties for authors. And over the years the consumer has demanded books have more pages, contain more recipes, projects, and information for a lower price ... again all affecting the royalties earned by the authors.



Fluffy Peanut Butter Frosting

about 2 cups Prep Time: 10 minutes



1 jar (7oz.) marshmallow cream
½ cup Skippy® Creamy Peanut Butter
½ cup margarine
1½ cups confectioners sugar
2 Tbsp. milk
½ tsp. vanilla extract

1. In small bowl, with electric mixer on low speed, beat marshmallow cream, Skippy® Creamy Peanut Butter and margarine until smooth.
2. Increase speed to medium and beat in remaining ingredients until blended.

Serving Suggestion Use to frost cupcakes or your favorite chocolate cake.

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Desserts & More



Toasted Monkey Sandwiches

29

Royal Cheesecake

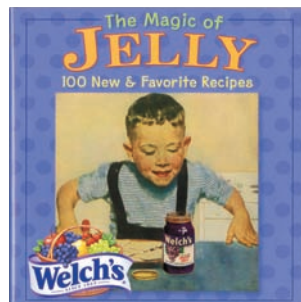
12–14 servings

- 1½ cups graham cracker crumbs
- 2 Tbsp. granulated sugar
- ½ cup butter, melted
- 2 packages (8 oz. each) cream cheese
- 4 cups milk
- ½ tsp. ground cinnamon
- 2 packages lemon instant pudding mix
- 1 jar (10 oz.) Welch's® Grape Jam

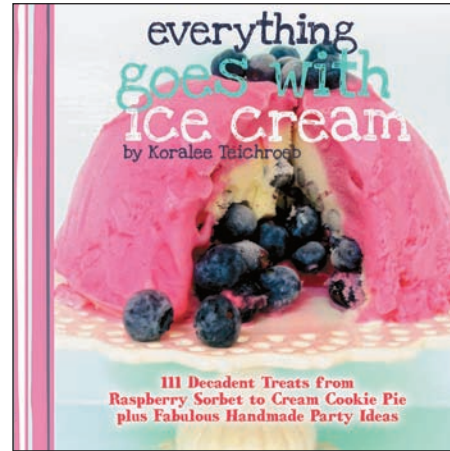
1. Preheat oven to 350°F.
2. In a bowl, combine graham cracker crumbs and sugar. Add melted butter; stir thoroughly to blend.
3. Pack mixture firmly into bottom, and about two-thirds up sides of a 9-inch spring-form pan.
4. Bake until lightly browned. Cool.
5. In a bowl, beat cream cheese until softened.
6. Add 1 cup milk, a little at a time, blending until mixture is smooth.
7. Add remaining milk, cinnamon, and pudding mix. Beat until well blended with an electric mixer.
8. Pour into crust and chill until set, about 2 hours.
9. Just before serving, spread jar of Welch's® Grape Jam over surface of cheesecake.



Uncle Sam's Favorite
Welch's
The National Drink

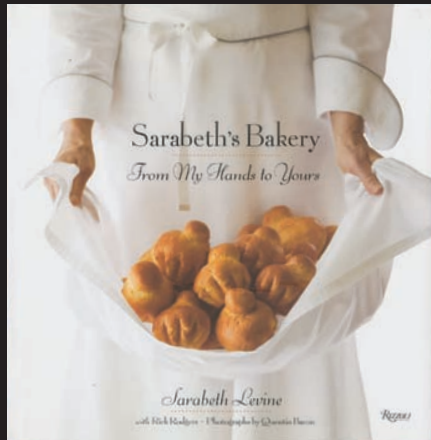


In those early years a how-to designer who authored a series of respectable-selling books could brag of making a good living that would send her children to college. Today, in our category of how-to there is a very different ending. Unless you are a phenomenon and best-selling author such as Ree Drummond, an icon such as Martha Stewart, or you just “hit” with an idea for a book on a trend that is beginning to explode, like *Decorating Junk Market Style* (JunkMarket Girls, 2005) by Ki Nassauer, the story of authors and their royalties ends quite differently.



Today, I have my own publishing imprint, WWC PRESS, that publishes with Quarry Books, and we create not only how-to books but also cookbooks and business books for the artisan woman entrepreneur. Today I tell anyone who wants to write a book that if you are creating it for the money, I would suggest that you invest your time where the financial return could be more substantial. If you want to author a book to help you sell a product, to support an established brand, or because the subject of the book is something you do every day, making a book a second source of income and exposure for what exists, then authoring a book is probably a good idea.

For example: If you are a really good cook and you have always dreamed of writing your own cookbook, the process is time-consuming and expensive. There is the buying of the ingredients, the testing of the recipes, the photography, and the proofing of it all. If you own a restaurant or author a successful food blog and you cook every day, then it is a different scenario entirely. You only need to pay for a photographer ... and bloggers are usually their own professional food photographers. With this narrative you are working smarter by reselling what you have already sold once — promoting a restaurant, blog, or brand — and you are expanding your community through a new medium. This is truly working smarter and not harder.



My advice for a foodie who still believes that she wants to write a book is to create a short and concise proposal, of no more than one page, that contains: a working title; a table of contents; a "short" press release indicating who you are, what you have accomplished, and your credentials for authoring and promoting a book; and six recipes and six photographs of the finished dishes made from those recipes. You should also include a short paragraph listing the three top-selling books on the market that would be considered competitors to your title, and why one more book on this subject should be published. What makes your approach different from those already in the bookstores?

I would then go to the bookstore and find those publishers who publish books similar to the one you are proposing. Publishers are very different – one may publish inexpensive \$9.95 cookbooks with little photography, while others produce beautiful, collectable cookbooks with price tags of \$40 plus. Buy the cookbooks, study them, call the publisher and see if the editor who worked on the book is still working there or who took her place, and ask for her email address. Some publishers do not accept unsolicited manuscripts, but some do. If they do not accept unsolicited manuscripts, ask them their procedure to be followed in order to submit.

If you have a successful blog it is always easier and the step above can be eliminated because editors scan blogs looking for the most popular, and it is often these women who get book deals.

Email your proposal with a very short cover letter to all of those publishers that fit your criteria. Do not send your book to one publisher, wait for a reply, and then send it to another; send it to everyone at the same time. See who is interested, who is offering the best terms in their contract, and with which editor you feel you have the best rapport.