

Spotlight on Sigel

Sigel
Press

Volume 1, Issue 2
December 2007



WWW.SIGELPRESS.COM

WWW.TSIGEL.COM

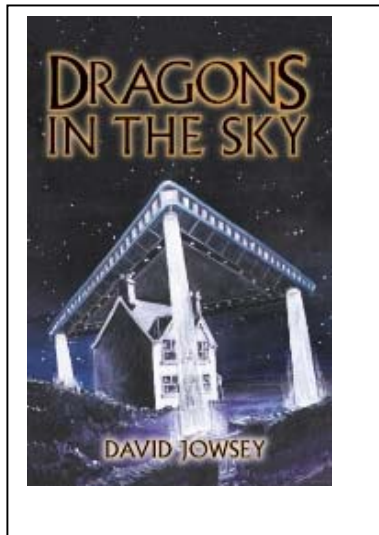
Dragons in the Sky Celebrates its First Anniversary

Author David Jowsey and Sigel Press celebrate the book's birthday.

Dragons in the Sky is one year old!

The book was released on December 6th, 2006, and has achieved fantastic success in its first twelve months.

With the support of local bookstores and the book buying public, *Dragons in the Sky* has sold phenomenally well. Throughout the past year emails, letters and good wishes have been received from far flung corners of the world, and copies now grace the bookshelves of satisfied readers throughout the United States, Canada, Spain, France and Australia, as well as across the UK. With continued publicity, the dedicated team at Sigel Press will ensure the book continues to travel, putting the Cleveland Hills on the literary map and preparing the way for the next two installments.



"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*.

Told through the eyes of ten year old Tom Richards, *Dragons in the Sky* weaves together the crash of a mysterious object at Roswell in 1947 with a strange shadowy figure, and the rich local history of the Cleveland Hills.

On a blisteringly hot summer day, Tom's 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. Visited by strange beings and terrified beyond their worst nightmares, the family struggles to come to terms with the visions they have witnessed.

As strange events start to unfold, Tom will come to realize he has a very important role to play.

A donation from every book sold will be made to Zoe's Place, a children's hospital in Middlesbrough, England.

LETTER FROM THE CEO

Dear Clients, Customers and Friends,

The holiday season is upon us! The past quarter has been extremely active on both the consulting and publishing fronts. In September, the Departments of Environmental Studies, Biology and History at **Oberlin College** hosted author **Victor Cassidy**. Victor presented a lecture based on his book, *Henry Chandler Cowles: Pioneer Ecologist*. He also held a book signing event at Mindfair Bookstore.

In October, we participated in the Entrepreneurship Extravaganza held at **Kent State University**. With over 700 delegates in attendance, we raised awareness of our business and also had the opportunity to talk to individuals about the challenges of starting one's own business. Later in the month, **Cleveland State University** invited me to present a lecture to the MBA International Business class.

At the end of October, I travelled to the West Country in England, where **Fay Kelly** graciously hosted and introduced me to her company, LTM (Learning Training Management). Fay's company enjoys an exclusive niche in the management education and consulting marketplace. To learn more about LTM, visit www.ltm-training.com.

November proved busy as we worked on a variety of projects for major clients both stateside and in the UK. **Andrew Hogbin** from the UK office was instrumental in delivering top-quality services.

The beginning of December we conducted focus groups for the **Ohio Aids Coalition** in Cleveland and Akron. These focus groups shed some interesting insight on the true needs of people living and struggling with HIV/AIDS.

In this issue we celebrate the first anniversary of *Dragons in the Sky* by **David Jowsey**. Editorial Assistant, **Matthew Wayman**, interviews David and showcases the immense success of this debut novel. We also provide you with a discussion of whether customers are different from consumers- food for thought as you develop your businesses.

Speaking of Matthew, it is with regret that I announce that this bright young man will be leaving us mid-December as he immerses himself in his studies at Kent State University. Matthew has been a tremendous help during the past 4 months and we wish him success.

We thank you for your business, encouragement and support and ask you to continue to spread the good word about **T Sigel Consulting** and **Sigel Press**. Encourage everybody you know to visit our websites- www.tsigel.com and www.sigelpress.com.

All the very best for health, happiness and success during the holiday season and in 2008!

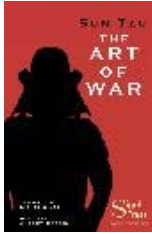
As always, we welcome your comments and your feedback. Stay in touch!

Best regards,

Thomas

Now on Sale!

Be sure to order by December 14 to receive items
in time for Christmas!



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



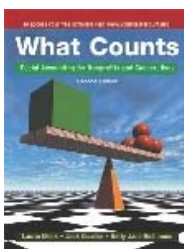
Dragons in the Sky by David Jowsey
On a blisteringly hot summer day, ten year old Tom Richards' world is turned upside down as an incoherent figure stumbles into his garden. He is Danny, a long-lost childhood friend of Tom's father. When Danny begins revealing the story of his youth, Tom's family is 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

AUTHOR SPOTLIGHT – David Jowsey

Dragons in the Sky

Celebrating one year on the shelves!

We recently sat down with David Jowsey to discuss his book *Dragons in the Sky*, as well as his passion for writing, influences, and the upcoming sequel in the trilogy. Also, be sure to catch David at one of his book signings this month in the UK.

What do you find to be the most challenging aspect of writing?

It has to be dialogue. I mean, anyone can write down what one character says to another, but it needs to be more than that. It has to say something and I find the challenge is about how the characters interact through their actions as well as their words. For me, it's about imagining how a character reacts at any given moment in a conversation, and that can effectively define who they are. Their reaction to what someone says, their body language, their facial expressions and their physical presence is what takes a piece of dialogue and changes it into something which the reader can believe in and can relate to. I want the reader to become wrapped up in the dialogue and be there with them, feeling for the characters and experiencing the conversation as it unfolds. How a character reacts to dialogue can be the difference between dialogue which works and dialogue which doesn't.

One of the elements I teach in class is that characters are people. They are there inside your head as a reader – and as a writer – and they have a life on the page, a life between the words. It's the act of capturing them that decides whether a piece of writing works or not. I always instil in my classes that the writer needs to put themselves inside the head of the character and live their life for a while. By becoming their character they are able to write from the inside out and explore all the strands of their character. For me, it's the only way.

What made you decide to get into writing?

It was essentially a happy accident. I had enjoyed writing as a child and found the enjoyment again through teaching. Working with children allows me to indulge my creative side, but up until now it has stopped at the classroom door. It was only during some in-service training that I developed an idea which I initially thought I could use in class with the children. I took it home and played around with it, developing a back story and naively thought it would take about three weeks to complete. But that was where things seemed to take on a life of their own. I found that the more I worked at it the more it unfolded. It was like an onion, its layers peeling away as I worked, until fourteen months later I had a finished manuscript. People read it and told me I should try and publish, and here I am.

Why the science fiction genre?

I grew up on science fiction. As a child I watched whatever was around: Star Trek, UFO, Blake's 7 and of course Star Wars. I read all manner of sci-fi and found myself immersed in the genre. It interested me, and not just from the fiction point of view. I loved looking at the stars and wanted desperately to see something which would tell me there was something 'out there,' that we were not alone. Then I heard about Carl Sagan and I was immediately transfixed by his series COSMOS. It opened my eyes to the wider universe and I soaked up as much as I could about where we came from and where we might be going. The whole area of space fact/science fiction is fascinating and I can't think of a better way of exploring the human race than through science fiction. As a writer I can be creative, I can take events which may or may not have happened and weave them into a story where they do, with the whole history of the universe as a canvas on which to work. There are no rules about what you can and can't do in science fiction, and that's why I enjoy it so much.

What can we look forward to in the next two instalments of the trilogy?

Dragons in the Sky was originally written as a stand alone novel and I had no intention of writing a sequel, however the storyline has developed to become three books. *Dragons in the Sky* is now the second, or middle book, of three.

The sequel takes place around 30 years after the events of *Dragons in the Sky* and follows an adult Tom Richards as he struggles to deal with haunting memories of his long ago childhood encounter with the An'Tsari. After a dramatic astronomical event begins, a startling secret from the past is revealed; a secret which could either herald the dawn of a new age for humanity or lead to the destruction of both the history and future of the universe. Further revelations explore the evolution of humanity, exposing dramatic links between supernatural events and the true origins of a dark and mysterious organisation which some say already exists amongst us.

The prequel will step back in time 30 years to explore the truth behind mysterious events, long past but not forgotten, and an incredible discovery which will ultimately bind all three books together with a shocking revelation.

You also play music. Do you find that your music writing and other forms of writing often overlap?

I'm more of a performer than a composer, but I have on occasion arranged parts for brass, as I'm about to start doing for a charity show called Rockin' in the Aisles. I find that music is much like writing as it has its own rhythm. While writing I often find myself in what I call 'the zone', a place where the rhythm of the story exists, and the writing process moves in waves much like music does. A particularly stirring piece of music can be almost alive and music and writing are very much connected, so one most definitely helps the other.

Who are some of your biggest influences?

Arthur C. Clarke, Stephen Baxter, EE Doc Smith, Stephen King, JRR Tolkien and Carl Sagan have all played a part in my reading and vision. Music is another area where I have been greatly influenced: Louis Armstrong, John Williams, Howard Shore and Jeff Lynne are the four most prominent musicians whose work inspires me. I must also mention a very dearly missed friend, Kel Dennis, who played such an important role in guiding me on the road to be the person I am today. He was a true inspiration.

Will you continue to do your own illustrations?

I would love to produce my own illustrations and am already thinking about how they should look for the second book. The problem is time. I have a target for a finished first draft of the second book by the end of January 2008, and more illustrations will be required for book 2 as the story will be longer than *Dragons*, so I will need to pace myself. Being a full time teacher means that I don't have as much time to write and illustrate as I'd like.

The artwork for *Dragons* was produced using pen and ink, but I might try something a little different next time. The story lends itself to more of an ink wash style, but we'll have to see how the ideas develop. That's something for the future.

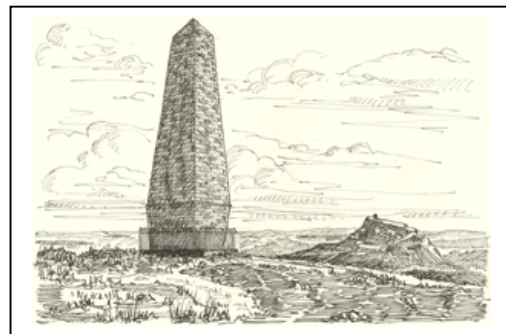
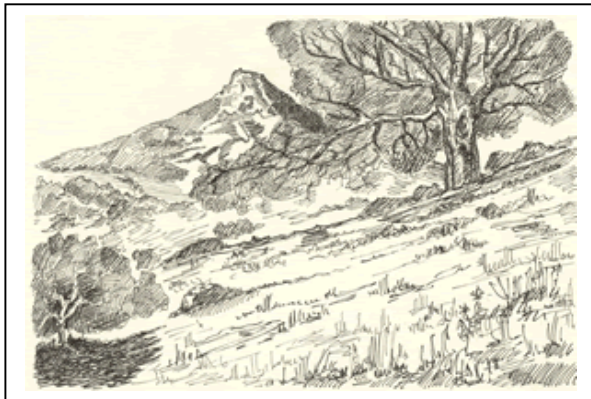
Upcoming David Jowsey Book Signings

**Saturday 8th December – Guisborough
Bookshop, Guisborough, Cleveland
10am-12pm**

**Thursday 13th December – Waterstones,
Middlesbrough, Cleveland, from 4:30pm**

**Saturday 15th December – Yarm
Bookshop, Yarm, Stockton on Tees,
Cleveland, from 11am**

David Jowsey's Illustrations for *Dragons in the Sky*



Are Customers Different from Consumers?

We often interchange the terms “consumer” and “customer”. A customer is an individual or organization who buys a product or service; a consumer is the person who uses the product and service or may be affected by its purchase.

Customers are the ones who make the purchase and are therefore important to the buying decision. Sometimes the customer and consumer is the same person, sometimes not. The distinction between customers and consumers is important. Consumers, not customers, understand what they need from a product or service. However, it is the customer who usually makes the actual buying decision.

Customers, by definition, define value. Consumers, on the other hand, define what is needed from a product or service. When the people who define value and the people who specify the type of product or service required are different, they can disagree about priorities. This is because they are trying to achieve different objectives and are probably under different budgetary constraints.

To explore this topic in more depth, T Sigel Consulting offers a workshop on Understanding and Managing Customers.

HOW TO CONTACT US

US Office

4403 Belmont Court
Medina, OH 44256
(330) 722-2541

Thomas Sigel
CEO

TSigel@sigelpress.com

Matthew Wayman
Editorial Assistant
MWayman@sigelpress.com

UK Office

51A Victoria Road
Cambridge CB4 3BW
+44 (0) 1223 303 303

Andrew Hogbin
Director – UK Operations
AHogbin@sigelpress.com