

Spotlight on Sigel

Sigel
Press

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T Sigel Consulting/Sigel Press Celebrates its 4th Anniversary

I cannot believe that on March 6, 2010, we will have been in business for four years! It was in February 2006, when I threw in the corporate towel, ventured to South Africa for 3 weeks to clear my head, came back and took that bold entrepreneurial plunge. It has been an exciting journey as both sides of the business continue to grow organically. We are very proud to be working with some of the finest organizations in the world across multiple sectors: academia, publishing, manufacturing, small and large business, government, profit and non-profit. We have conducted business in the USA, Canada, Europe, Israel, India, Australia and China. We are proud of the consulting work we offer as well as our eclectic mix of top-quality books and Sigel Special Reports. We have also been involved with many custom publishing projects.

We thank you, our customers, for your support. Continue to spread the good word about us. We hope you enjoy this newsletter and look forward to hearing from you.

All the best,

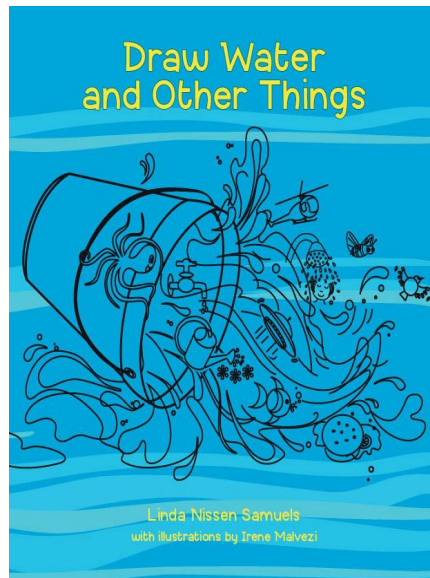
Thomas

Jack Quarter Receives Award

Jack Quarter has received the Outstanding Contribution to the Ontario Cooperative Association Board Award. Co-author of *What Counts: Social Accounting for Non-Profits and Cooperatives*, Jack has helped keep a spotlight on cooperatives and credit unions in education in Canada for more than 25 years. A professor at the Ontario Institute for Studies in Education and co-director of the Social Economy Centre, both at the University of Toronto, Jack continues to champion the cause of cooperative education. You can order your invaluable copy of *What Counts* at www.sigelpress.com. Congratulations, Jack!

Draw Water and Other Things

For Children and Grown Ups Alike!



ISBN 10: 1-905941-15-3

ISBN 13: 978-1-905941-15-5

Cloth, 48 pages

List Price: \$15.98

Our Price: \$13.98

Sigel Press is proud to unveil its latest gem, *Draw Water and Other Things* by well-known artist, 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.

Now available at www.sigelpress.com.

Contact us directly for bulk and special orders.

Spotlight on Linda Nissen Samuels

We recently sat down with Linda Nissen Samuels to discuss her book *Draw Water and Other Things*. Be sure to catch Linda at one of her book signings this month in the UK.

What made you decide to write *Draw Water and Other Things*?

For over 25 years, I have been happily teaching both children and adults and have found in all those years that the one thing to get over is the lack of confidence. Show somebody they can draw SOMETHING; then the world is their oyster. I searched for books which could achieve this with clarity and in a simple way but there were none! So, I wrote my own. I was particularly interested in showing that before you start drawing you learn to use the pencil in a loose relaxed way. Many children (and adults) press too hard, and this determines their end-result far too early. A drawing should evolve.

Also, I have endeavoured to show the “shape” within a shape (triangle, circle, etc.). Once you learn this trick you can apply it to any object. I then put together a collection of many of the subjects my pupils had requested over the years. These appeal to both adults and children. Adults, who cannot draw for their little kids, now can with this book and older kids (from 5) can show the adults.

How does it feel to be a first time author?

It feels great, but as a professional artist with many one-woman exhibitions behind me, it feels rather like a very prolonged private view!

How did you first become involved in art?

My first experience, that I remember, was when I was five at school in Pretoria, South Africa, when I realised I could not draw as well as my neighbours in class. I remember being devastated and asking my friend Patricia, “How do I do it?” She tried to help, but she was only five too! It wasn’t until my second year at university before I felt I could draw as well as I could paint. This is because no one throughout my school career taught me the basics.

What are your biggest challenges when teaching students?

I have come across many people whose confidence was undermined by a negative experience in their early creativity either from teachers or peers. I see my challenge as overcoming the fear of the blank sheet of paper.

What do you enjoy most about teaching art?

The people I teach want to learn to enjoy art. Imagine the pleasure you would have helping somebody enjoy something they could do for the rest of their life. (I also teach very elderly people with memory problems.) They get as much pleasure from doing art as anyone.

Who are some of your biggest influences?

My favourite artists are Charles Rennie Mackintosh, David Hockney and Marc Chagall.

What advice do you have for aspiring young artists?

Enjoy every minute of it, and if you cannot do that, start with my book!

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

March 7, 2010

Linda Nissen Samuels conducts a workshop based on *Draw Water and Other Things* at Bookniks at Jewish Book Week at The Royal National Hotel, Bedford Way, London, WC1H 0DG from 10:30am to 3pm. For more information call the Jewish Book Council on +44 (0) 20 7446 8771

March 22, 2010

Book Launch! Linda Nissen Samuels conducts a children's art workshop at Café Also, adjoined to Joseph's Bookstore from 6:00pm-6:30pm. Book launch and party from 6:30pm-8:30pm at Joseph's Bookstore, 1257 Finchley Road, Temple Fortune, London NW11 0AD. RSVP required. Please email tsigel@sigelpress.com to confirm your spot no later than March 19.

April 6, 2010

Linda Nissen Samuels conducts a workshop based on *Draw Water and Other Things* and signs books at Waterstone's, 68-69 Hampstead High Street, London NW3 1QP, Telephone: +44 (0) 20 7794 1098.

April 10, 2010

Thomas Sigel conducts a half day workshop: **Real World Publishing: An Inside View**, College of Wooster, Wooster, Ohio. For more details, contact Nancy Grace, Department of English, College of Wooster, Email: ngrace@wooster.edu.

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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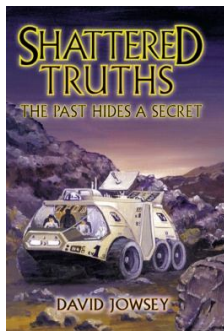


Dragons in the Sky by David Jowsey

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*.

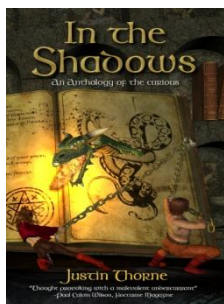
978-1-934087-43-5



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

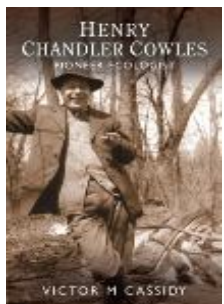


In the Shadows: An Anthology of the Curious By Justin Thorne

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

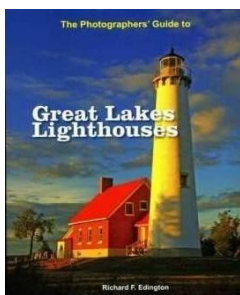


Henry Chandler Cowles: Pioneer Ecologist by Victor M. Cassidy

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.

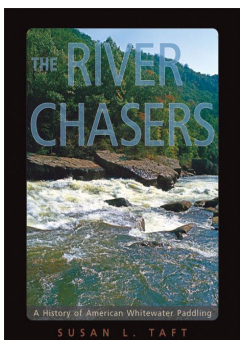
"As the first published biography of this pre-eminent scientist who established ecology as a discipline in the early 20th century, Cassidy's work is significant...The biography is comparable to those of his contemporaries, Frederick Clements and Victor Shelford." -**Noel Pavlovic**, Research Ecologist,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

978-1-934087-20-6



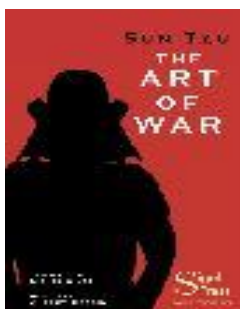
The Photographers' Guide to Great Lakes Lighthouses by Richard F. Edington
This new concept in 'How To' photo books features 25 photogenic lighthouses in the central Great Lakes region. It is instructional to photographers of all levels and enjoyable to those who are simply lighthouse lovers. In addition 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.

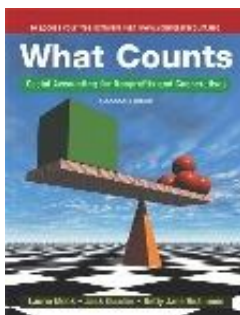
0-9669795-1-6



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

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