

DYNAMIC

EXPERIENCED

RESOURCEFUL

COMPETENT

CREATIVE

DYNAMIC

EXPERIENCED

RESOURCEFUL

COMPETENT

CREATIVE

DYNAMIC

EXPERIENCED

RESOURCEFUL

COMPETENT

CREATIVE

DYNAMIC

EXPERIENCED

RESOURCEFUL

COMPETENT

CREATIVE

DYNAMIC

EXPERIENCED

RESOURCEFUL

COMPETENT

CREATIVE

DYNAMIC

EXPERIENCED

RESOURCEFUL

COMPETENT

CREATIVE

DYNAMIC

EXPERIENCED



RESOURCEFUL

COMPETENT

CREATIVE

DYNAMIC

EXPERIENCED

RESOURCEFUL

COMPETENT

CREATIVE

DYNAMIC

EXPERIENCED

RESOURCEFUL

YOUR IDEAL BUSINESS PARTNER FOR HIGH-IMPACT PUBLISHING PROJECTS

# **PARTNER WITH BLACK BOOK**

*We can be your packager,  
your publisher, or your  
production house . . .*

*. . . what we'll end up being  
is your best friend*

## BBP BASICS

DYNAMIC

EXPERIENCED

RESOURCEFUL

COMPETENT

CREATIVE

These are the qualities you look for in a publishing partner. They are also words that describe **BLACK BOOK PARTNERS**, a unique confluence of talent from every corner of the publishing world. We are made up of writers, editors, researchers, graphic artists, photographers, and web designers all working together—in an utterly new way—to transform your vision into a vivid and compelling reality.

**BLACK BOOK PARTNERS** is part book packager, part custom publisher, part design house and all idea factory. We integrate and leverage the talents of our team members in ways you'd never imagine—in ways that deliver value and results without upsetting your apple cart or busting your budget.

Oh, and to those who say you cannot be all things to all people, we say... **WRONG**. If you have the experience, the creativity and the right mix of personnel, you can draw on those resources to achieve great things.

In these pages, you will get a feel for what **BLACK BOOK PARTNERS** is all about...and gain a new appreciation for what a partnership with us can do for you.

DYNAMIC

## BLACK BOOK PARTNERS

is a “little black book” come to life.

Think of all the talented, ambitious, hard-working publishing professionals you have encountered over the years, and then imagine how great it would be if you could assemble a group of them—like “puzzle pieces”—to attack your next big project. That, in a nutshell, is what **BLACK BOOK PARTNERS** is all about.

We are a hands-on company  
so you don't have to be.

**BLACK BOOK PARTNERS** is owned and operated by a trio of publishing pros who have pooled their experience and resources to create a company geared toward the changing needs and demands of clients in the 21<sup>st</sup> century. Over the years, we have formed terrific relationships with terrific people in this business—and now they have committed to work for us on a project-by-project basis. That means we can coordinate and manage a “dream team” assembled specifically for your job, saving time, money, exasperation...and maybe even your butt!

We know our stuff.

Read about us in the following pages. Keep in mind, too, that the people we use know also their stuff. They have worked (or are working) in mainstream publishing environments, which means they understand the business. They have chosen to work with **BLACK BOOK PARTNERS** because of the freedom we offer, and because they can once again feel like part of a team—*your* team.

## MARK STEWART

### EDITORIAL

He may not seem that old, but Mark Stewart has been writing and editing for the consumer and trade magazine business since the mid 1980s. He has edited publications in the tennis, footwear, telecommunications, sporting goods and beauty industries, and produced copy for custom publishing projects by Disney, Pepsi, Denny's, Eckerd's and Pizza Hut among others. Mark is also one of the most respected (and prolific) authors in educational publishing. He has written nearly 100 sports histories and biographies for young adults, and recently completed a 12-volume series on New York and New Jersey.

### YOU'VE SEEN HIS STUFF . . .

...in *SportScene*, *Street & Smith*, *SportStyle*, *Little Times*, *Racquet Magazine* and *The Industry Standard*. He developed IMP's ground-breaking *Heroes, Feats & Facts* direct-mail sports series, and produced the copy for *WOODSTOCK '94—THE GUIDE* and the official preview for the World Championship of Basketball. His books include biographies of Derek Jeter, Mia Hamm, Kurt Warner, Mario Lemieux, Kobe Bryant, Jeff Gordon, Tiger Woods, Tony Hawk and Venus & Serena Williams. Mark's claim to fame in advertising circles is the NBA's "I Love This Stuff" campaign.

### MARKETING BACKGROUND

Mark has created marketing, sales & PR materials for more than a dozen major accounts, from Winnie the Pooh to DuPont to the NBA. 2001-02 clients include Sesame Street (media kit), Fyrtex (print ads), Zurich Reinsurance (annual report), Starwood Hotels (radio spot), Whole Foods Market (consumer brochure), and The Super Show (press releases & web content).

### SECRET TALENT

Mad hops. In another century, Mark actually dunked a basketball.

### TWIST HIS ARM . . .

...and he'll admit that while writing an Egyptian-themed *ADVENTURE SEEKERS* kids menus for Denny's, he penned the immortal words: "A sizzling hot dog in an oasis of french fries."

# WHO WE ARE

## MIKE KENNEDY

### TEAM MANAGEMENT

Where the rest of us see chaos and confusion, Mike Kennedy brings an aura of clarity and calm. His refined sense of order comes from managing editor stints at a trio of high-pressure trade magazines, and from coordinating research, editing, proofing and fact-checking on more than 50 book projects for five different publishers. A combination traffic cop and master motivator, Mike knows who's doing what and makes sure they're doing it well. Though used to working without a net (just ask the folks at *ESPN THE MAGAZINE*), he's at his best with the kind of support and resources **BLACK BOOK PARTNERS** brings to bear.

### YOU'VE SEEN HIS STUFF . . .

...at your local Barnes & Noble. We're not sure who keeps track of these things, but Mike may have more sports books on store shelves in 2002 than anyone in the business. His recent works include titles on Soccer, Skateboarding, Roller Hockey, Football, Baseball and Basketball. He also co-authored a biography of Olympian Michelle Kwan and a bi-lingual series of books on Latino baseball.

### MARKETING BACKGROUND

Mike's first love has always been non-fiction, but he has dabbled in copywriting from time to time. Mike was the word man on several major ad campaigns—including Konica, Einstein Moomjy and Dunn & Bradstreet—and has produced marketing materials for the pharmaceutical, packaging and inline skating industries.

### SECRET TALENT

Mike is **BLACK BOOK PARTNERS'** designated golfer. He plays well enough to make our clients sweat, but never well enough to beat them. Try him sometime.

### TWIST HIS ARM . . .

... and he'll admit that he spent six years working Saturdays at ABC Sports in New York, mostly so he could watch 20 football games at the same time.

# COMPETENT

## RON JAFFE

### DESIGN

A few years back, Ron Jaffe left the high-stress world of bookselling for the high-stress world of media design and consulting. Since then his clients have included MasterCard, The BBC, Earth Satellite Corporation, Viking/Penguin, Simon and Schuster, Grolier and Millbrook Press. Needless to say, Ron works well with others. In fact, during his 17 years at Waldenbooks he oversaw partnerships with the likes of Warner Bros., The Walt Disney Company, Jim Henson Productions, DC Comics, Kodak, Anheuser Busch/Sea World and *Prevention Magazine*. An accomplished web designer, Ron also put together the Paradigm-TSA web site—one of the few in the publishing industry that actually does what it's supposed to.

### YOU'VE SEEN HIS STUFF . . .

...everywhere. Ron has had a hand in hundreds of publishing projects in every conceivable category. At Waldenbooks alone, he conceived, designed and published more than 400 original titles. Ron also was co-publisher of Third Story Books and publisher of Longmeadow Press. He currently designs the popular New Wave sports series for Millbrook, and has produced more than two dozens titles for that company.

### MARKETING BACKGROUND

Before founding JAFFE ENTERPRISES, Ron was the Senior Director of Marketing at Waldenbooks. He developed and launched the company's Preferred Reader concept, the retail industry's first and most successful customer loyalty program. He understands the marketing of books as well as anyone on this side of the business.

### SECRET TALENT

Thanks to his dad (ex-NASA), Ron reads satellite intelligence maps the way the rest of us read the Metro Section. In other words, he knows where you live.

### TWIST HIS ARM . . .

...and he'll talk about a recent triumph, which has spent more than four months on the *PUBLISHERS WEEKLY* Best Seller List. It is entitled *ANGELSPEAKE: HOW TO TALK WITH YOUR ANGEL*. Another four months on the list, and he says he may convert.

## Teamwork that actually *works*

Let's face it, that's something that no longer exists in the traditional workplace. But in our non-traditional structure, teamwork is both a rallying cry and a major selling point. We listen to your needs, discuss your goals, and then assemble a group of talented and experienced freelancers to bring your job home in-time and on-budget. If we need to add people, we add people; if we need to subtract, we subtract. It's not your problem. All you need to know is that we deliver the benefits of a loyal and dedicated staff, while removing the managerial headaches.

## So what can we do for you?

What CAN'T we do! **BLACK BOOK PARTNERS** is incredibly flexible. If research, editing, copywriting or "brainstorming" is all you need, then that's all you get (and all you pay for). Should you be in the market for a turnkey book packager, then **BLACK BOOK PARTNERS** will fill that role in ways you never thought possible. Is there a custom publishing project in your future? **BLACK BOOK PARTNERS** can be your company's outside creative team and project manager—or function as an independent publishing arm. It's your project, your budget, and your call.

## Why we're unique

In the end, it comes back to the people.

The **BLACK BOOK** team members working on your project may be anonymous faces to you, but to us they are trusted, proven, good people. We know them personally. We have worked well together before. They'll think outside the box, and they'll take one for the team—all without our even having to ask. They are proud of their strengths and honest about their weaknesses. If they recommend someone to us, we know they're good, too.

## What else makes **BLACK BOOK PARTNERS** special?

Whether you use us for something big, something small, or something in between, you get the full benefit of all the other things we do. **BLACK BOOK PARTNERS** has expertise in advertising and marketing, public relations, fine and graphic arts, news reporting, photography, research, web design, and countless other areas relevant to modern publishing. Rare is the **BLACK BOOK** project that hasn't been improved by the depth and breadth of our team members' backgrounds.

## What is the future of publishing?

Anyone who says he knows is lying.

What we do know is that the publishing business has changed so rapidly and so radically in recent years that traditional publishers have found it impossible to operate in traditional ways. They are cutting every conceivable corner, outsourcing jobs that should stay in-house, and squeezing the people who create and execute the ideas that keep their catalogs fresh and vibrant. Often this creates as many problems as it solves. Too big to reinvent themselves, and too set in their ways to effect wholesale change, they are forced to sacrifice quality and downscale the kinds of exciting projects they had once embraced.

**BLACK BOOK PARTNERS is a different kind of publishing entity.**

We hand-pick “teams” for each project, using experienced and dedicated freelance writers, editors, researchers and graphic artists, then work hand-in-glove with our clients. We offer all the benefits of a fully functioning in-house staff, without the logistic, legal, accounting, or managerial headaches a permanent workforce can cause.

We do what **we** do best,  
while freeing you up  
to do what **you** do best.

From as-needed assistance to turnkey project management, we tailor our team to your requirements. You save time and money, while achieving your creative vision and commercial goals. It's the rational, intelligent way to get the job done.

## BBP PACKAGING

**BLACK BOOK PARTNERS** is a full-service book packager with an unusual twist. We can produce one book or a series of books, but we are also structured to augment your in-house efforts—supplying you with that “missing element” without charging you the full-service price. We have even picked up the slack when other packagers “hit the wall.” Whether **BLACK BOOK PARTNERS** handles your entire project, from concept to execution, or just does part of it, you derive the full benefit of our unique roster of services:

RESEARCH • WRITING • EDITING • PHOTO ACQUISITION  
ORIGINAL ART • BOOK DESIGN & LAYOUT  
SERIES DEVELOPMENT • PUBLIC RELATIONS & MARKETING

## BBP PUBLISHING

**BLACK BOOK PARTNERS** is a soup-to-nuts publishing operation, with a network of key resources that other publishers typically outsource. That extra layer of control and coordination enables us to bring jobs home faster, cheaper and smarter. The team we assemble to handle your publishing needs will be made up of people with connections and experience in the business. We have the vision you want without the blind spots of our competitors.

FULL PACKAGING SERVICES • CUSTOM PUBLISHING • PRINTING  
SALES & DISTRIBUTION • PUBLIC RELATIONS & MARKETING

## BBP ON-LINE

**BLACK BOOK PARTNERS** has constructed a sports information hub unlike any other on the net. Set to launch in July 2002, it is targeted to fans young and old, with high appeal to trivia fanatics and memorabilia buffs. It's called **JockBio.com**, and it offers fans something new every day and something they cannot find anywhere else. As **JockBio.com** grows, and as the hits keep coming, the site will be used to drive consumers directly to our publishing partners. That means your web site will get extra hits from pre-marketed, pre-qualified surfers. Where you take them from there is up to you!

## BBP SPORTS RESEARCH

**BLACK BOOK PARTNERS** has exclusive use of the world's largest privately owned sports information library. It is fully computer-indexed and contains more than 5,000 books and 20,000 periodicals—80 to 90 percent of which will never be available on the Internet. The bigger the sports project, the more time and money we can save you. We can build files in minutes that take our competitors days and weeks. If the quality and depth of your information is important to you, then we are your first and only stop.

SPORTS INFORMATION • COMPREHENSIVE BIOGRAPHICAL PROFILES  
EDITING, PROOFING & FACT-CHECKING • PHOTO RESEARCH

## BBP IMAGES

**BLACK BOOK PARTNERS** has acquired and digitized an enormous archive of unusual, unique and hard-to-find sports images dating back to the mid 19th century. Best of all, because many of these images were acquired through purchases of research materials, their costs have been largely amortized and the savings is passed on to our clients. What might run you \$200 or more elsewhere and take hours to track down could literally be at our fingertips—at a third or a quarter of the price. If you can't find it anywhere else, we might just have it. And if you're not sure it exists, ask us—whether it's a day old or a century old, we have stuff that will open your eyes, broaden your budget...and probably blow you away.

## BBP EXPOSITIONS

Nothing boosts the prestige of a convention or trade-show like a high-quality overnight daily. **BLACK BOOK PARTNERS** has decades of combined experience in this highly specialized, pressure-packed corner of the publishing world. In other words, we know all the tricks of the trade. We can put a crack team on-site and produce real editorial and news photos for your attendees each morning—while giving your management team a clear and powerful voice in the industry. From sporting goods to consumer electronics, from telecommunications to footwear and apparel, we've done it all!

Every  
**BLACK BOOK PARTNERS**  
project is a team effort.

Who's managing the team?

Mark Stewart, Mike Kennedy  
and Ron Jaffe.

Everything goes through them  
before it gets to you.

Each brings a different set of  
skills to **BLACK BOOK PARTNERS**,  
yet they have one very  
important thing in common.

When you think back on  
those publishing projects that  
turned out really well,  
***you had someone  
like these guys  
running the show.***

Call now to see how  
we can help you.

Some of the Companies  
We've Created Projects For

MILLBROOK PRESS

CHILDREN'S PRESS

GROLIER

SIMON & SCHUSTER

DC COMICS

CTW

20TH CENTURY BOOKS

DISNEY

HENSON

MASTERCARD

CHIVERS, NORTH AMERICA

BBC

# black book

---

*Our job is to make  
you look good . . .*

*. . . our mission is to make  
you feel like a genius*

**JockBio.com**

# PARTNERS