It’s no secret that most advertising is silly, irritating, and boring. Everywhere we go, irrelevant ad-noise clutters our physical and mental environments. More importantly, it simply doesn’t work. If your company’s advertising doesn’t rise above the fray, you probably blame your agency—they’re not giving you their best work, or they “just don’t get it.” But consider this: you might be the problem.

After nearly five decades in the advertising business, David Ullman has learned a few things about how to make effective ads. Forget the Mad Men image of a lone creative generating brilliant insights. David was on Madison Avenue in the ’60s and ’70s—that’s not how it worked then, and it doesn’t work that way now. Great advertising comes from great relationships. It comes from clear communication, shared goals, and trust. And all of those start with great clients. The tips and insights in this book show exactly how to work with your agency to ensure the work they produce is the best it can be. It’s simple—learn how to be a great client, and you’ll get great advertising.

“A masterful and comprehensive approach to leading and managing transformation efforts of any type or size.”—Phil Lenir, Co-founder and President, CoachingOurselves

“Bev has created a framework that will revolutionize the way you as a leader create alignment, engage others, manage resistance and implement the culture shifts you need for systemic change.”—Jean West, Director of Mental Health, York Support Services Network; and Professional Certified Coach

“I encourage anyone who wants to effect positive change to read this book—and reference it time and time again as you use Bev’s process (...)

Author Bio

David Ullman worked over forty years in the creative trenches of advertising agencies in New York and Los Angeles, from Madison Avenue heavyweights, to the agency he co-founded, to a boutique agency that focused on web design when that was still a novel concept. He’s worked with clients like Chevron Oil, Gallo Winery, Campbell Soup, Warner Brothers, and Mattel to develop broadcast, print, outdoor, and online campaigns—and even won a few awards along the way. He now lives in Victoria, B.C.
Leading Meaningful Change
Capturing the Hearts, Minds, and Souls of the People You Lead, Work With, and Serve
by Beverley Patwell

Beverley Patwell is the president and founder of Patwell Consulting Inc. Her focus for over 30 years has been on helping people learn about, lead, and achieve meaningful change and transformation in their lives, at work, and in organizations and communities.

Her approach to change has been used by individuals, teams, and organizations around the world in the private, public, and plural sectors.

Beverley is a consultant, coach, professor, and academic-practitioner who specializes in leadership, coaching, organizational development, and change. She is the recipient of the International Coach Federation’s Prism Award for Executive Coaching.

In addition to her consulting work, she serves as a professor at the University of Notre Dame, Queen’s University, and Concordia University, where she teaches courses on leading change. She is a partner with CoachingOurselves and a facilitation partner with ExperiencePoint.

Beverley is the co-author with Edith Whitfield Seashore of Triple Impact Coaching: Use-of-Self in the Coaching Process and the CoachingOurselves topic Coaching Others. She has also written numerous professional articles on leadership, coaching, and transformation that have been published in the OD Journal, Queen’s University IRC publications, and other journals.

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Out North
An Archive of Queer Activism and Kinship in Canada
by Craig Jennex and Nisha Eswaran

The ArQuives, the largest independent queer archives in the world, is dedicated to celebrating, preserving, and collecting the stories and histories of LGBTQ2+ people in Canada. Since 1973, they have amassed a vast collection of important artifacts that speak to personal experiences and significant historical moments for Canadian queer communities. Out North: An Archive of Queer Activism and Kinship in Canada is a fascinating visual exploration and examination of one nation’s queer history, activism, and community. And in reproducing and returning to these historical materials, the authors Craig Jennex and Nisha Eswaran bring awareness to the queer liberation movement and speak to the possibilities of queer life, community, and kinship to challenge everything from homonormativity to the limitations of the state. This is Canada’s definitive visual guide to LGBTQ2+ movements, struggles, and achievements.

Author Bio

Craig Jennex is an assistant professor of English at Ryerson University in Toronto, Ontario. He is editor, with Susan Fast, of Popular Music and the Politics of Hope: Queer and Feminist Interventions (Routledge, 2019). His work has been published in TOPIA: Canadian Journal of Cultural Studies, Popular Music and Society, GUTS: Canadian Feminist Magazine, and The Spaces and Places of Canadian Popular Culture, among others. He has been a volunteer at The ArQuives since 2012.

Nisha Eswaran is a writer and academic in Toronto, Ontario. Her work has appeared in Postcolonial Text, South Asian Review, Kajal, and Jamhoor. She is a Ph.D. candidate in the Department of English and Cultural Studies at McMaster University in Hamilton, Ontario, where she researches friendship and anti-colonial history in South Asian literature.
Washington is the second-largest wine producer in the country, just behind California, with nearly a thousand wineries—there’s arguably never been a better time to be a winemaker in Washington, or even a wine drinker. Washington Wine and Food is a celebration of forty winemakers who have helped to define Washington’s flourishing wine scene. Also, some of the best chefs from Seattle have created 80 easy, delicious, and complementary recipes—all designed with home cooks in mind. With a bountiful selection of the best Washington wines and ingredients at your fingertips, readers will be inspired to enjoy all the bounties of the region.

Author Bio

Julien Perry has been a food and lifestyle writer and editor for more than twenty years and has worked as a food editor for Seattle Weekly, Seattle Business Magazine, Eater Seattle, and Seattle Magazine. Her work has also been featured in Food & Wine and on the Food Network. An alumnus of Seattle Art Institute’s Baking and Pastry program, she co-founded the One Night Only Project—a roving dinner series that partners with the city’s food and beverage powerhouses—and Chefodex, a chef-for hire service featuring a roster of Seattle’s foremost culinary talent. She is the author of Seattle Cooks: Signature Recipes from the City’s Best Chefs and Bartenders.

Notes

Promotion

Hired Green Rubino to work on publicity campaign where they will position the book for Seattle-based, major U.S. markets and select national media opportunities in the food, wine and lifestyle space. They come highly recommended by the author and the president of Washington Wine State. They will be securing 4-5 book endorsements from local and national food and wine personalities, drafting and finalizing press materials and reaching out to local, regional, and national media relations.

We will also be looking at finding a partner who will be open to hosting a ticketed book launch, involving the wineries and chefs involved in the project. This will be open to the public and media will be invited.

In communication with Washington Wine State, Taste Washington + Washington tourism to see if there are any cross-promotional opportunities.