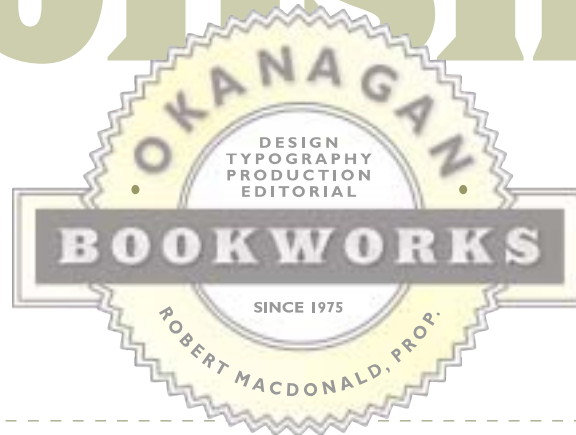


Publishing

DESIGN, TYPOGRAPHY, PRODUCTION, & EDITORIAL SERVICES FOR WORKS OF MERIT & DISTINCTION.



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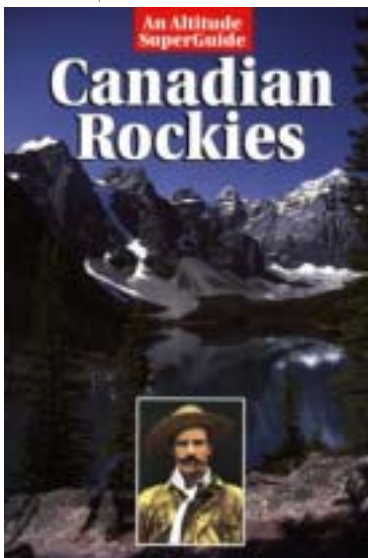
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Proven, Integrated Publishing Services.

Okanagan Bookworks **provides world-class publication services to companies, organizations, and individuals.** We specialize in corporate and institutional histories, commemorative volumes, pictorials, and sales and marketing support publications. Our clients are many, and diverse – local, national, and international.

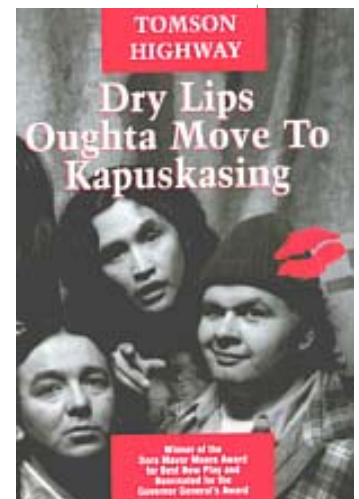
TOURISM & TRAVEL BOOKS



Our range of services is extensive. We do books, brochures, magazines, white papers, digital publications, websites, and more. From the simplest booklet to the most elaborate multi-part multimedia publication, we do it all.

We deliver creative and cost-effective solutions.

We have over 25 years experience in graphic and typographic design for print and digital media. We possess proven skills in text and photo editing, print and digital production, marketing, and copywriting. We work with the best, and do great work. We are dedicated to our craft, and to our customers.



CULTURAL & LITERARY BOOKS

It's your turn. We encourage you to consider working with us to create a publication that celebrates your achievements, that you can share with customers, colleagues, or family and friends. **Call us today.**

booksokanagan.com

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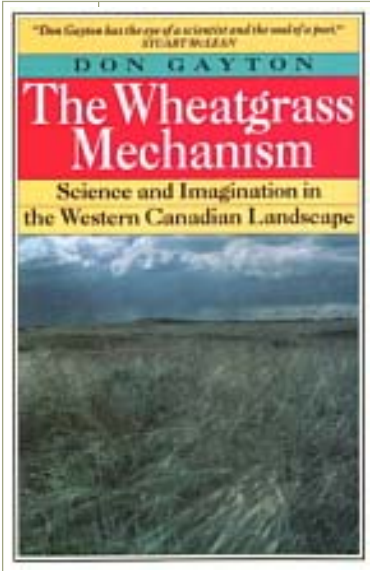
MORE OVER





The Difference Publishing Makes.

Okanagan Bookworks **provides full publishing services** – everything from project and manuscript evaluation, copy and photo editing, typographic composition and design, through to complete manufacturing. From mass market promotions to finely-crafted limited editions.



We are unique in the Okanagan – for both the quality and breadth of services we provide, and for the depth of experience we have in publishing. Whether print or digital – we provide a cost-effective solution to all your publishing and media production needs.

We can handle all the details to prepare your raw materials for publication – whether you're an individual or family looking to produce a memoir, a group, club, or organization looking to produce a fundraising cookbook or history, or a company wanting to produce promotional literature. We are seasoned publishing, editorial, design and technical professionals, capable of solving any publishing challenge.

We work with all kinds of companies, organizations, and individuals, including:

- RETAILERS
- MEMBERSHIP ASSOCIATIONS
- MANUFACTURERS
- SELF-PUBLISHERS
- PROFESSIONAL ORGANIZATIONS
- FUNDRAISERS
- DIGITAL MEDIA COMPANIES
- MUSEUMS AND ART GALLERIES
- TRADE PUBLISHERS
- SOCIETIES AND CLUBS
- TECHNOLOGY COMPANIES
- FAMILIES

The Kinds of Publishing We Serve.

Corporate Publishing. You know your product or service and competitive benefits like no one else. A well-crafted, concise message will give your customers the same level of understanding. Publishing will help your customers gain an insight into your business and the services you provide. A few strategic publications can increase visibility, drive down customer support efforts and costs, and create a legion of satisfied and loyal users. **Okanagan Bookworks** can help you with every aspect of your publishing project – from concept and writing, through design and production, to printing and fulfillment. Whether in print, online, or CD-ROM, or a combination of all three, **Okanagan Bookworks** can make your information available the way your customers want it.



Professional Publishing. When you speak, do people listen? Let us help you create a professional publication to carry your message to the specialists in your

area, and to the world. Associations, institutions, social and fraternal organizations, and non-profits have worked with us to create publications of all kinds. For fundraising, outreach programs, and information sharing, publications provide a convenient, cost-effective way to deliver your message.

We Do Cookbooks!

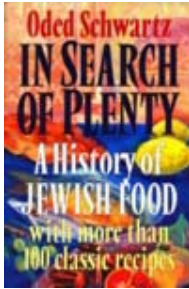
For trade publishers, local groups, and families.

Let us help you do yours.

Produced for Culture Concepts in

Toronto, this book is a history of Jewish Food, with over 100 recipes.

Books like this make ideal awareness and fundraising tools for social and fraternal groups, womens auxiliaries, and local associations.



Personal Publishing. Have a great idea for a family or community history, or a personal memoir? We make it easy for individuals and families that want to publish. We can edit your manuscript and photographs, provide complete design and production services, and take care of the manufacturing process. The new on-demand printing technologies make it convenient to produce as few as several hundred books. We provide the professional edge to ensure that your end result is a well made and esthetically pleasing.

Trade Publishing. Whether publishing your work through us or as an agent and packager, we know the book market and can give you the competitive advantage needed to succeed in this very aggressive arena. We offer a comprehensive suite of services to help publishing companies expand their product lines and market share – analyzing the competition, repackaging existing products for new markets, forging co-publishing partnerships, performing editorial audits, title and series acquisition and development, and new product ideas. We also collaborate with specialized writers – if you need something written, give us a call.



We specialize in pictorial and photographic books, like this collection of the first images taken of the Canadian Rockies, published by Altitude Publishing.

Careful selection and editing of images, combining them with text and captions, and packaging them appropriately is something we've developed considerable skill at. Whether history, travel, memoirs, art, fashion, or industrial – we've worked with dozens of publishing companies on such titles.

Let us work with you on your picture history book.

CD-ROM and Web Publishing. Okanagan Bookworks is a world-class producer and packager of content – in all its forms. While much content is still being read from printed pages, this paradigm is evolving. Today information can be

delivered electronically incorporating sound, movement and interactivity to deliver your message where and when you want it. To accommodate these additional forms of content Okanagan Bookworks works with a diverse group of electronic graphics artists, digital creation specialists, web and CD-ROM technicians, and we work closely with database development specialists. We are an electronic media pioneer – having created some of the first hyperlinked publications on the web and on CD-ROM.

Market Development. In addition to our professional publishing services, our experience in all aspects

of marketing – both print and digital – allows us to provide sales support services. Having sold millions of books and magazines, direct and through distribution channels, we understand the challenges of getting your message in front of your audience, and getting it acted upon.

No matter what your expertise, service, or product, publishing has proven to be one of the most effective ways to establish, substantiate, and set yourself apart from your competition. Whatever your publication needs, Okanagan Bookworks has the solution to help you succeed!

Email books@booksokanagan.com or phone 888.766.4408 now.



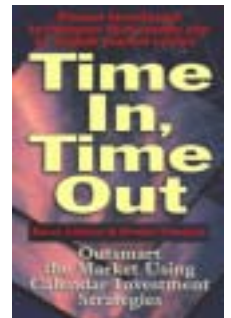
By creating a custom website to support a particular publication or promotional project, we achieve multiple goals for our clients:

- Pre-promote the publication, and take orders.
- Keep the information up to date and relevant.
- Promote other publications or products.

All three of these goals were achieved when we created this “Resource Barrel” website for the popular Christian writer, Ralph Milton. It has now been online for more than 4 years, and continues to draw new readers to his ideas, and sell his publications.

Books Make Good Business Sense!

For firms, professionals, and experts. Produced for Upwave Media in Burlington, this book outlines a proprietary investment system. Produced by a firm of investment counsellors, it was primarily a sales support promotion, but was also marketed in business bookstores, and online.



10

10 Good Reasons to Work With Us.

☞ ONE

When you work with Okanagan Bookworks, the following applies:

1. You deal directly with a "single point of contact."
2. We don't take ad or vendor commissions because they create a conflict of interest.
3. Our work is "holistic" in that we consider editorial, design, and production to be part of the whole rather than separate line items.
4. We always do original, custom work.
5. Legibility, clarity, and usability are important to us.
6. We quote prices by the project for a fixed fee.
7. Production dollars are determined beforehand.
8. We document and archive everything.
9. Production supervision is included.
10. We avoid buzzwords and jargon.

☞ TWO

The goal of Okanagan Bookworks is to do great work for good people. We combine objective language and powerful imagery using a logical design hierarchy. Our work considers the needs of its audience first and foremost.

☞ THREE

Publishing, whether for information or promotion, is based upon making decisions.

Our job involves making decisions about design and content, form and function.

☞ FOUR

In order to improve something, changes must be made. We don't advocate change for change's sake - but when things can be done better, we aren't shy about offering solutions. Our successful clients share our goals and ideals of continual improvement, openness, and honesty.

☞ FIVE

Okanagan Bookworks has learned from its mistakes. We've already designed websites with irritating splash pages, pointless animations, and cute little buttons. The good news is that we did this several years ago and moved on. Our real-world experience also helps us on the print side. We anticipate the likely issues that printers have, and we prepare our files accordingly.

☞ SIX

We try to keep things in perspective. Too much emphasis on the "process" itself can hinder implementation. In lieu of the typical flowchart, our process consists of the following steps:

1. Listen to our clients and audit their resources.
2. Research the marketplace and listen to customers.
3. Brainstorm and experiment.
4. Propose, with review and refinement steps.
5. Perform - dig in and do the work.
6. Evaluate, test, and optimize.
7. Document what's been done.

☞ SEVEN

Okanagan Bookworks is a lean, nimble operation, on purpose. We are well-equipped, run both Wintel and Macintosh computers, use broadband connections and industry standard applications.

☞ EIGHT

Okanagan Bookworks delivers the entire package necessary to create, brand, and launch a product or service. Because we integrate editorial, design, and production, we respond with coherent and concise ideas. And because we understand production issues inherent in any print or web process, we create functional pieces that stay within budget.

☞ NINE

We specialize in redesigning websites to be faster and simpler. Because we integrate content creation, design, and html production, we're able to build simple, inexpensive pages that work reliably.

☞ TEN

Okanagan Bookworks can find a way to produce a project more efficiently than other firms by finding specialty vendors and reducing wasted time and materials. We prefer to do flat fee project pricing whenever we can determine the project's parameters beforehand.



Call Us Today!

OK

Location. Location. Location.

Okanagan Bookworks has been active for more than 8 years in the Okanagan, and has worked with a diverse group of local companies, institutions, and groups during that time. We've produced print and digital publications for several of the key arts and social service organizations, and Internet content and technical services companies.

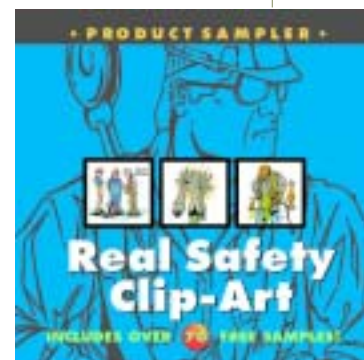
Although few in number, the Okanagan is home to some of the most forward-looking publishing companies in Canada, if not the world. As with much of the publishing world, innovators are in the process of extending their offerings through integrat-

ing digital products and services with their more traditional print ones. Our considerable depth of experience in cross-media migration has helped them make the transition.

Before locating our operations in the Okanagan, we plied our trade for more than 15 years in the publishing centres of Toronto and New York, and the new media centres that emerged in Vancouver and San Francisco, with occasional forays in places between. Book and magazine publishers have been the source of the majority of our work, and we have been privileged to work with some of the lead-

ing companies and organizations in the world, as well as with numerous smaller, specialized publishers.

From the introduction of desktop publishing and CD-ROMs in the early and late 1980s respectively, through the rising – and falling – tide of the Internet and Web, we have worked hard to keep ahead of technology, and put it to appropriate use for our clients, and integrate it thoughtfully into products and services. We continue to explore the effective use of all tools and techniques, while maintaining our trust in traditions.



PROMOTIONAL LITERATURE & DISPLAYS

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Robert MacDonald, Proprietor.

Robert MacDonald's creative, marketing, and project management background has put him in a position to capably handle a wide range of projects and tasks. He is a good team player, can give and take instruction, works well under pressure, is smart and curious, can juggle many balls, leap tall buildings at a single glance, and loves a challenge.

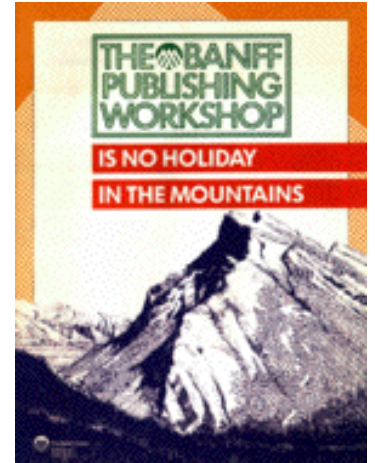


He is a creative powerhouse. He has been involved in a broad range of activities, as a publisher, producer, manager, contributor, and creator. He has substantial practical, hands-on experience in graphic and typographic design for print and interactive media, advertising creative, copywriting, consumer and professional writing, and editing. He has won writing, design, and production awards for print and new media products he initiated, or produced for others.

He is a natural marketer. He can open and close sales, produce sales support materials, strategize marketing campaigns, manage channels and brands, develop and sell new products and services, and understands traditional and emerging marketplaces and how to exploit them. He has been involved in many marketing disciplines, including strategy, planning, research, advertising, direct and telemarketing, and promotion.

Robert MacDonald was Director of the Banff Publishing Workshop for fifteen years.

This unique professional development initiative taught a generation of Canadian publishers. He managed all aspects of the award-winning program, and received universal praise for his energy, dedication, creativity, and publishing knowledge – the same things he brings to Okanagan Bookworks.



A successful publishing consultancy does not succeed because of one person. Okanagan Bookworks is connected to collaborators and suppliers in Canada and the United States, that work with us ensure that projects are delivered to spec, on time, and on budget. World-class work, with friendly local service. ■



Dean Unger, Editorial Services.

Dean Unger brings twelve years experience in the media and communications industries to Okanagan Bookworks. Content development, copy writing and editing, project management, as well as historical and legal research, are among his editorial accomplishments.

He is a veteran wordsmith. He is noted for his uncanny ability, when working with clients, to identify the significant issues and to create captivating, informative material that will support their objectives.

He is an editor of substance and style. He has conducted international policy research, interviewed and written stories on high profile personalities, worked with the team that



created a world-class magazine, and crafted public relations campaigns for numerous companies and non-profit organizations. He has also worked in the multimedia industry conceptualizing and developing educational software.

He is a knowledgeable and insightful student of the publishing arts, having worked in both book and magazine publishing, as a book-dealer, and as a fiction and non-fiction writer. His editorial skills

are numerous, and storied. A member of the Canadian Authors Association, Dean is a good listener, analytical and discerning, and a gifted writer and researcher.

When the need arises, and the project dictates, Okanagan Bookworks outsources to specialists in technical writing, market research, publicity and promotion, investor relations, communications, graphics and photography, prepress, and print and digital production services. We are well-connected. ■

As Editor of Bodysport Magazine, Dean was responsible for generating content, conducting research and interviews, and managing the editorial activities. He received kudos for his energy, dedication, and skill with words and ideas - the same things he brings to Okanagan Bookworks.

