

# THE SOUTH CENTRAL MODERN LANGUAGE ASSOCIATION

**Grady C. Wray**  
Executive Director  
(405) 325-4198  
Email: gwray@ou.edu

**Diana L. Hodges**  
Assistant Program Director  
(405) 325-6011  
Email: scmla@ou.edu  
www.ou.edu/scmla

**August 25, 2008**

## MEMORANDUM

TO: All SCMLA Members

FROM: Grady C. Wray  
Executive Director

SUBJECT: The Scholar's Choice Book Exhibit at the San Antonio Convention

Please note the following opportunity to arrange for exhibition of your book(s) at the San Antonio Convention.

### Directions for Using Publisher Contact Form

The South Central Modern Language Association has arranged with The Scholar's Choice to manage the combined book exhibit for our annual meeting taking place November 6-8, 2008 in San Antonio, Texas. It is possible for your recently-published books to be included in their display. Please refer to the guidelines below:

1. Use a separate copy of this form (form on reverse; photocopy as needed) for each book you would like to have exhibited. Fill in all the appropriate information, including the name and address of each publisher. The Scholar's Choice has asked that members request only books that are appropriate, albeit in the broadest sense, to the topics of the conference. They have also asked us to be mindful of publication dates. Publishers may not be able to fill orders for older or out-of-stock books.
2. Send one copy of your request directly to your publisher. Send another to us at SCMLA, University of Oklahoma, 104 Fourth Street, Baker, B47, Norman, OK 73019-6410. It is suggested that you do this as early as possible, but no later than **September 12, 2008**. Late requests may not be honored either by the publisher or by The Scholar's Choice due to limited exhibit space.
3. Making a request to your publisher does not guarantee that your book will be exhibited. You should contact your publisher to determine whether or not your book has been reserved.
4. Although The Scholar's Choice works primarily with academic and scholarly presses, we have been assured of their willingness to exhibit textbooks, fiction, and/or poetry from any press that can meet their guidelines and fees.

Any members interested in having their book displayed at the upcoming SCMLA meeting should contact their publisher *as soon as possible*. Please keep in mind that the publishers pay a fee to display with The Scholar's Choice and may not have the marketing budget necessary to honor all requests, particularly for older titles. Reservations from the publishers will be accepted on a first-come, first-served basis so reserving early is highly recommended. Please note that The Scholar's Choice displays on behalf of the publishers and *ALL requests must come from them, not the author*. The person who handles reservations at The Scholar's Choice is Debby Pitts. Your publisher may reach her at [djpitts@scholarschoice.com](mailto:djpitts@scholarschoice.com) or at 585-262-2048 x.108.

· University of Oklahoma ·

· 104 Fourth Street, Baker, B47 · Norman, Oklahoma 73019-6410 · FAX: (405) 325-3720 ·

Date \_\_\_\_\_

To: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dear Publisher,

The organizers of the South Central Modern Language Association, to be held in San Antonio, Texas November 6-8, 2008, have notified us that The Scholar's Choice will be exhibiting at their meeting. The Scholar's Choice has the capacity to include works by SCMLA members and presenters if their publisher(s) are amenable.

I would ask that the following book of mine be included in this exhibit:

Author: \_\_\_\_\_

Title: \_\_\_\_\_

ISBN: \_\_\_\_\_

I understand that the Scholar's Choice does charge publishers a fee for exhibiting books and taking orders. However, I believe this exhibit will allow both local and out-of-town participants to buy the book. It is a perfect opportunity to market to those individuals most interested in its topic, and I think it will offer a significant opportunity to increase sales.

May I ask you to contact the Scholar's Choice directly to complete arrangements? If you are unfamiliar with their process for reserving books, please visit their website at [www.scholarschoice.com](http://www.scholarschoice.com) or contact Debby Pitts (585/262-2048 ext. 108) or email her at [djpitts@scholarschoice.com](mailto:djpitts@scholarschoice.com). If you have questions that relate specifically to our conference or this request, please contact:

Mary Lynn Howe  
The Scholar's Choice  
25 Franklin #1260  
Rochester, NY 14604  
Phone: 585-252-2048 ext. 111  
Fax: 585-262-2228  
Email: [mlh@scholarschoice.com](mailto:mlh@scholarschoice.com)  
[www.scholarschoice.com](http://www.scholarschoice.com)

*(Please check all that apply)*

- ☐ I am an SCMLA member
- ☐ I will be attending the conference
- ☐ I am presenting a paper
- ☐ I am chairing a session
- ☐ I am a conference organizer
- ☐ I am a plenary/keynote speaker

Thank you very much.

Sincerely,

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_