



Welcome to the Photonics Media Press (PMP) author community. Whether you are already working with us on a book or still considering the possibility, this communication will tell you about the authors behind our latest releases as well as how you can work with PMP to share your expertise and make your book a success.



The Book Report

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Organize for Success!

The start of a new year is a traditional time for getting organized, whether your goal is to clear space, tackle a resolution or even to fulfill a desire to write a book.

Getting started with Photonics Media Press almost couldn't be easier. I say "almost" because you still have to do some work to tell us about the book you want to write. But we've made that task simpler with our Book Proposal Form, found here: <https://store.photonics.com/SubmitBookIdea.aspx?FRM=1>.

It's a great way to organize your thoughts and begin to gather the materials we will want to see as we discuss your book proposal. Among the items we're looking for are a 500-word abstract of the book you want to write, a draft table of contents, a copy or link to your CV or resume, and some idea of the audience you think will be most interested in your book.

Let's work together to make 2018 the year you decide to write that book you have been thinking about.

Launch Pad

The latest book launch from Photonics Media Press

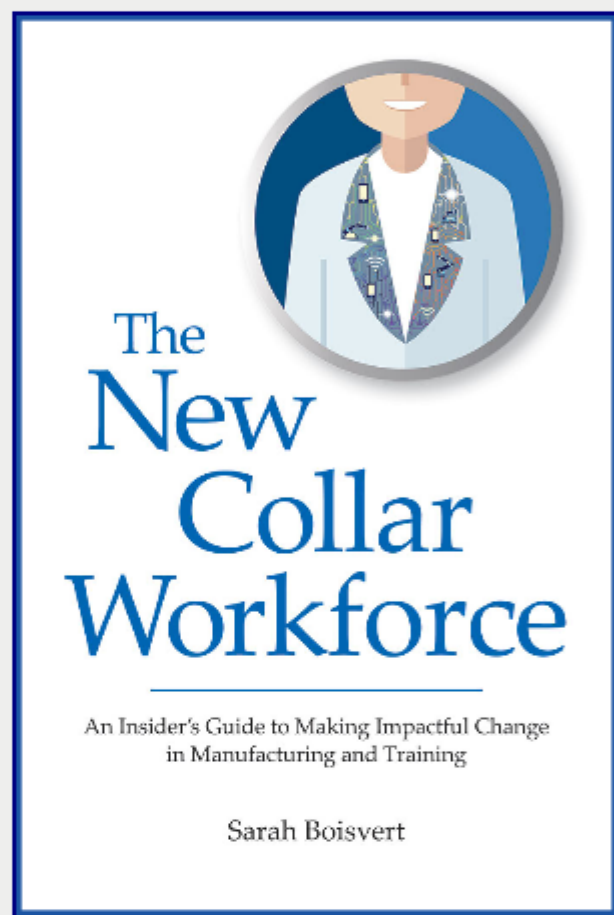
PMP is proud to announce the launch of *The New Collar Workforce*, by [Sarah Boisvert](#).

U.S. manufacturing companies are expected to face a shortage of two million skilled workers by the year 2020, according to reports. As a result, manufacturers and educators are looking for real, actionable ideas to train workers, reduce the shortfall and realize the potential of the new age of manufacturing.

Author Sarah Boisvert, co-founder of the commercial division of Potomac Photonics Inc. of Baltimore, is an innovative leader in high-tech product commercialization and digital fabrication. In this book, she prepares those involved for transformations in the factory and offers new options for training in digital factory work.

If you hire, train or manage a manufacturing workforce; educate or parent students who are searching for a career path; or are exploring a career change, you should read this book.

About Sarah Boisvert: Sarah was among the first authors to respond to a PMP book proposal invitation. The rest is history – and a lot of hard work! Sarah has more than 30 years of experience in the design, development and commercialization of high-technology products utilizing digital fabrication methods including laser machining and 3D printing. Her graduate work in market segmentation at Johns Hopkins University led to her expertise in productization of high tech devices. She is a co-founder of the commercial division of Potomac Photonics Inc. which she joined to commercialize a proprietary RF-discharge excimer laser. Following the sale of the company in 1999, Sarah founded Fab Lab Hub, part of the MIT-based Fab Lab Network, in order to foster entrepreneurship and workforce training in digital fabrication manufacturing skills. She returned to Potomac part time as chief 3D printing officer in February 2014. Sarah is a fellow and past president of the Laser Institute of America and has served on The Optical Society's Industry Advisory Board as well as on the boards of numerous international technical societies. For fun, she creates 3D-printed jewelry.



Author Insight

Notes on the writing life

Sarah Boisvert reports: "Although I had written extensively in my career – a weekly column in a big-city newspaper while still in college, feature articles in trade journals such as *Photonics Spectra* magazine, numerous blog posts – none of this prepared me for writing a book. Having worked "on deadline," I learned to write expeditiously and I knew my topic inside and out. But condensing a wealth of industry-specific knowledge into a book that was informative yet also engaging was a much bigger job than I anticipated. Like so many things in life, I'd recommend that new authors budget more time than they think they need to complete the manuscript. Otherwise, like me, you'll be chained to your writing chair night and day, which takes all the fun out of it! Now that *The New Collar Workforce* is complete, I have to say that I am very pleased with how it all hangs together into a cohesive whole, telling a story that impacts my industry and the very fabric of 21st-century life in the manufacturing sector."



Hot Tickets

Meet authors and PMP staff

PMP will be featured in the big, beautiful Photonics Media booth (#846/847) this year at Photonics West. Please stop by, say hello and catch the PMP excitement! If you would like to arrange a meeting at the show with Karen Newman – between Jan. 30 and Feb. 1 – contact her by email at Karen.Newman@Photonics.com to make an appointment.

Help Line

Tips and tricks for successful proposal and manuscript preparation

Since this issue is about getting started, here are a few things to prepare as part of your book proposal:

1. an abstract of the material to be covered in the book,
2. a possible table of contents, and
3. a list of application areas, job titles and even large companies that may have an interest in the subject.

Marketed with Flair

An inside look at the ways we market your book

When your book launches in [The Bookstore at photonics.com/store](https://store.photonics.com/store), your personal author page launches, too. This is where readers will learn more about you and your book, and where we'll share links to your website as well as to podcasts, articles, webinars and other pieces that speak to your authority on the subject. This is just one of the many ways PMP will work to market your book.

The PMP Author Community

Welcome to the community! You are receiving this email because you responded to a resource survey, book proposal invitation or other inquiry regarding submitting a book proposal to Photonics Media Press. We look forward to speaking with you about a book project. For immediate consideration, contact Karen Newman at Karen.Newman@Photonics.com.

PMP Author Community Alerts

Don't miss an issue! [Sign up](#) for our bi-monthly email alert today.



Ready to Publish?

See our [Invitation](#) and [Book Proposal Form](#).

