



The Turret Bell E-News – February 2011

Welcome to the seconde edition of the Turret Bell e-news! We are starting to prepare for this year's summer season, and we will soon have some [new tours](#) to announce. Keep an eye on our [web site](#) and [facebook](#) page for up to date announcements.

Last year, there was a major change in the PEI book world, with the sale of Acorn Press to Terrilee Bulger. The Turret Bell sat down with Terrilee this winter, and you can find the interview below and on our blog.

This year is our fifth year of operation, and we will be marking the anniversary through the summer with special events and discounts.

Please feel free to share our newsletter with friends and family.

PEI Book Awards

Congratulation to the three winners of the PEI Book Awards. The awards were presented in November, and the winners were:

Steven Mayoff, *Fatted Calf Blues* (Fiction)

John Sylvester, *Wild Island* (Non-Fiction)

Brent MacLaine, *Shades of Green* (Poetry)

Terrilee Bulger

Acorn Press is the largest publisher of Island books, and Terrilee Bulger is the new owner. Bringing along a wealth of experience in the publishing industry in Ottawa and Halifax, she talked to The Turret Bell about her past and her hopes for the future of Acorn Press. Below is a shortened version of the interview. Read the full interview with Terrilee on our blog at www.turretbell.com.

TB: You're a native of PEI, but mainly reside now in Nova Scotia. How did you get from here to there?

Terrilee: I'm originally from PEI, but I first moved to Halifax for university. After university, I moved to Ottawa where I worked for a book company. A position opened up in Halifax for the company, and I took advantage. After that, I was offered a job with Nimbus publishing, where I'm a sales manager.

TB: How did you get into publishing?

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PEI Book Award Winners



Winner for Fiction
Steven Mayoff
[Fatted Calf Blues](#)

\$19.00

Terrilee: I started working at the Book Browser at the Charlottetown Mall when I was 15 years old. I worked there through high school, then at a children's book store in Halifax through university. I was offered a job with a book company in Ottawa.

TB: What motivated you to take the plunge and buy Acorn?

Terrilee: Lori was selling the business, and I just had the fear of who was going to buy it. I'm from PEI, and I think it's important to have a good PEI publisher. There were other people interested, but we both felt that with my background and experience, I would have the best chance to make it a success.

TB: Is it a challenge to run Acorn when you live in Halifax?

Terrilee: Not really. I have to come over more often than I did before, but I always made regular trips here. PEI has always been a good market for Nimbus, so I have customers here

TB: What reaction did you get when you bought Acorn?

Terrilee: I was a bit worried by I would get a negative reaction because I don't live here anymore, but it's been the opposite. Everyone is very excited that I've taken it over, and has been very encouraging.

TB: Do you find that you get a lot of submissions and it's tough to make decisions?

Terrilee: We're a small publisher, and we get a lot of submissions. It's very hard to go through them all, especially where this is not my full time job. I had the intention of staying on top of the submissions, but we get so many unsolicited submissions that it's hard to stay ahead.

TB: What is the process once you've chosen a manuscript?

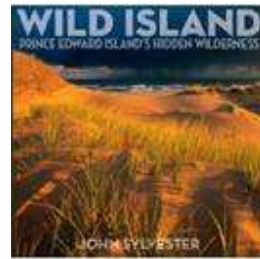
Terrilee: Once I've decided to proceed with a manuscript, we'll sign a contract stating when the book will come out, and laying out some timelines. Then we'll go through an editing and design process. Then, once those processes are done, we send it to the printers. It can easily take a couple of years from when I receive the manuscript until the book is actually published.

TB: What do you find satisfying about running a publishing company?

Terrilee: It's a great feeling, especially when it's a new writer who is so excited about seeing their book in print. On the other side, I've never had to reject manuscripts before. That part was more difficult than I thought it would be

TB: How do you plan to market Acorn?

Terrilee: Launches are good marketing vehicles. They get attention and generate some excitement about a book. I've been doing more social media. A small publisher like Acorn doesn't have much money for marketing, so we concentrate on signings and getting the



Winner for Non-Fiction

John Sylvester

[Wild Island](#)

\$32.95



Winner for Poetry

Brent MacLaine

[Shades of Green](#)

\$16.95

authors out into the community.

TB: Terrilee Bulger, thank you for your time.

The Turret Bell was a proud sponsor
of the 2010 Island Literary Awards.

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