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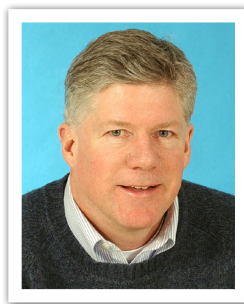
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FROM BRIAN'S DESK

Contributions Beyond Our Own Books

Brian Holding, CEO, BrianH@hkusa.com



Brian Holding

The first question our staff asks during an acquisitions meeting is this: Does this book make a contribution? That question comes before we ask if the project will be profitable, and it's followed by many related questions:

- Does it compete with an existing Human Kinetics title?
- Will it increase the knowledge in existing resources?
- Is the author a highly regarded expert on the topic?
- Will it enhance our publishing credibility?

Answering those questions has been part of our acquisitions process since Human Kinetics was founded by Rainer Martens nearly 40 years ago. It's a disciplined and rigorous process that has enabled HK to remain the leading source of information across the sport and physical activity sciences.

So it was with great curiosity I opened *The Sports Gene: Inside the Science of Extraordinary*

Athletic Performance by David Epstein (Penguin, 2013). It's a terrific new book. It's a title I wished HK had had the chance to publish because it makes a major contribution in helping consumers understand sport.

Epstein, a senior writer with *Sports Illustrated*, masterfully unravels many of the mysteries surrounding nature versus nurture when it comes to sport performance. Along the way, he challenges and changes many commonly held perceptions about why athletes excel. He explores questions related to genetics, gender, physical development, and skill acquisition.

Epstein scoured thousands of articles and interviewed hundreds of scientists. What is gratifying from HK's perspective are the many contributions of our authors. Epstein singles out the value of American College of Sports Medicine conferences where he served on a panel with HK authors Claude Bouchard, whom Epstein calls "the most influential exercise geneticist in the world," and K. Anders Ericsson, who is known for research on the 10,000 hours of deliberate practice. In addition to those two authors, other HK authors playing roles are Janet Starkes, Bruce Abernethy, Timothy Olds, Kevin Norton, Robert Malina, Oded Bar-Or, Tim Noakes, Michael

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GLOBAL PERSPECTIVE

An HK Look at the Great White North

By Jake Rondot, Managing Director of HK Canada, JakeR@hkcanada.com



Jake Rondot

HK has enjoyed a long history in Canada. An office opened in Windsor, Ontario, in 1990, and many successful resources have been authored by Canadians over the past four decades in which HK has been a leader in producing physical activity content. John Byl is one

of the almost 130 HK authors who humbly affirm their statements with an upward-inflected “eh?” He will soon release the fourth edition of [Organizing Successful Tournaments](#), the central resource on the topic and just one of his 11 books published with HK. John is celebrating his retirement from Redeemer University College this November, but his work with HK continues to grow with two more projects currently in the pipeline: a Canadian PE student text and a PE resource for homeschool parents. We owe a special thanks to John!

Canada’s economy is the 11th largest globally, driven by key exports such as oil, mined resources, forestry, agriculture, and commercial fishing. The economy’s competitiveness, as reported by the World Economic Forum, is strengthened by “efficient goods, labour and financial markets, excellent infrastructure, and well-functioning, transparent institutions,” although room for growth is noted in the need for “improvements in its innovation ecosystem, such as increased

company-level spending on R&D.” In publishing, R&D is acquisitions, and with an already-strong contingent of Canadian authors and a need for new Canadian-focused content, HK Canada aims to meet this need, having expanded its function in 2011 to begin acquiring Canadian-specific content in coaching, fitness instruction, officiating, higher education, and K-12 sectors. Terry Orlick (author of [In Pursuit of Excellence](#), a worldwide best-seller, among other titles), Claude Bouchard (considered “the most influential exercise geneticist in the world” by Epstein in *The Sports Gene* and author of [Physical Activity and Health](#), [Physical Activity and Obesity](#), and other titles), Tudor Bompá (considered the father of modern periodization theory and author of [Periodization](#) and other titles), and many other authors and journal editors have helped pave the way for this exciting new commitment to further supporting and producing Canadian content.

Canada has a population of only 35 million spread across the second-largest national land mass in the world. HK’s growing presence in electronic resources such as e-books, webinars, and online education allows HK Canada to provide access to content on demand across a geographically dispersed landscape. Online education, in particular, has grown significantly across all industries in Canada as the need for measured and accountable professional development increases without easy access to regular in-person workshops. HKC, through a strong

network of partners including [canfitpro](#), has been successful in delivering online education courses to the fitness, athletic therapy, massage therapy, and worksite health promotion marketplaces, noting a growth of over 400% in sales of this product type since the days of hand-written distance education courses only a decade ago.

HKC is proud to partner with Canada’s largest certifier of fitness professionals, [canfitpro](#), providing their 20,000-plus members with access to HK online education courses, publishing the core text [Foundations of Professional Personal Training](#), and working together as a key sponsor at conferences such as the recent canfitpro Toronto event where 12 HK authors presented sessions. Brad Schoenfeld, Douglas Brooks, Lawrence Biscontini, Peter Twist, Beth Shaw, Robert McAtee, Ken Kinakin, and Jay Blahnik are some of the regular HKers presenting in Toronto each year, and the success of HKC’s booth is due in part to their great work.

HKC also maintains partnerships at some level with many of Canada’s key national sport organizations and NGOs such as [ParticipACTION](#), [SIRC](#), [Football Canada](#), [PHE Canada](#), [Canadian Athletic Therapists Association](#), and [Sport Officials of Canada](#). These relationships help drive HK resources into the Canadian market while also allowing HKC to develop Canadian content through unique and targeted new product acquisitions for associations.

The higher education market that HKC services

[Continue on page 10](#)

AUTHORS AND EDITORS IN THE NEWS

Recent Achievements and Honors for HK Authors and Editors

Bradley Cardinal and Hyo Lee recently published an [article](#) in *Measurement in Physical Education and Exercise Science* (volume 17, issue 1, pp. 74–87) in which they identified leading contributors to the Research Consortium’s annual program for the past 20 years. Human Kinetics authors make up 6 of the top 20 spots for high-visibility researchers based on frequency of research abstract publication between 1992 and 2011. Thanks to **Weimo Zhu** (1), **Catherine Ennis** (tied at 11), **Minsoo Kang** (14), **Charles Corbin** and **Michale Horvat** (tied at 18), and **Steven Silverman** (tied at 20) for their valuable contributions to the field of physical activity

Congratulations to **Howard Zelaznik**, author of *Advances in Motor Learning and Control*, for being elected as a fellow of the American Association for the Advancement of Science. Howie is a professor of health and kinesiology and an associate vice president for research at Purdue University. He was elected for distinguished contributions to the fields of psychology and kinesiology, particularly for the development of a theoretical framework in movement timing.

We are sad to learn of the death of HK author **Robert King** (*Sport Massage*) on July 5. Bob, a past president of the American Massage Therapy

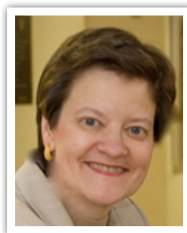
Association and cofounder of the Chicago School of Massage Therapy, was 65. Read more about Bob and his service to the community at http://articles.chicagotribune.com/2013-07-21/news/ct-met-robert-king-obit-20130721_1_therapist-american-massage-therapy-association-community-service.



Bradley Cardinal



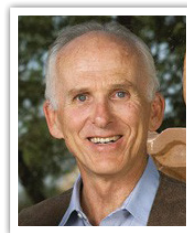
Weimo Zhu



Catherine Ennis



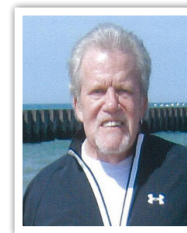
Minsoo Kang



Charles Corbin

Steven
Silverman

Howard Zelaznik



Robert King

DIVISION DIRECTION

HK's Association Management Services

By Kim Scott, Association Management Director, KimS@hkusa.com



Kim Scott

For the past 18 years, Human Kinetics has provided management services to a number of associations in the physical activity field. The services include hosting websites, managing membership, running conferences, hosting webinars, and even helping associations get started from scratch. *Association management* wasn't even a term that we were familiar with when we started providing these services—it was just something HK's cofounder and president Rainer Martens thought HK could do to give back to the field. Many of the members of the associations we were working with were HK authors, contributors, or journal editors. The organizations they were involved in expressed a need for assistance, and the expertise already existed within various departments at HK (technology, marketing, sales, fulfillment, editorial, design).

The first association we provided services for was the National Academy of Kinesiology (formerly American Academy of Kinesiology and Physical Education). When Rainer was inducted into the academy, he offered HK's services for collecting membership payments, handling the site logistics for the academy's annual meeting, and publishing the biannual newsletter. Rainer saw this as a way to give something back to the

field and the authors who had helped to develop HK over the years. These services were very helpful to the association whose leaders were volunteers and already had full-time positions as professors, department chairs, deans, and even presidents of academic institutions all around the United States. HK provided consistency from year to year by reminding the leadership board members of their duties and deadlines. Since the early days, our services have grown (see following list), and the number of associations we provide services to has grown as well.

Association Management Services is aligned organizationally in the Journals Division, which is due to many of the associations having a journal publishing partnership with Human Kinetics. As the unit director, I work full-time on association management. I'm assisted by Amy Rose, who coordinates the association publications and websites while also working in the video department as a video editor and production coordinator, and by Lyna Buzzard, who coordinates all of the incoming membership and conference registrations.

We are constantly updating and adding new content to the websites we manage, and we are also working with a few of the associations currently under contract to revamp their websites to add a fresh look and new functionality. If you have an association in need of any of the services provided by HK, please contact us.

Association Services Provided by HK

- Website design, building, and hosting
- Membership management
- Conference management
- Conference site selection and on-site management
- Education (webinars, online courses)
- Publication services (newsletters, journal preparation, e-newsletters)
- Abstract submission (conference abstracts)
- Voting (officer elections, awards)
- Marketing and promotion
- Logo design
- Association start-up (EIN, incorporation, nonprofit, 501(c)3)

Associations Currently Working With HK

- American Kinesiology Association (AKA) (www.AmericanKinesiology.org)
- National Academy of Kinesiology (NAK) (www.NationalAcademyofKinesiology.org)
- International Society for Physical Activity and Health (ISPAH) (www.ISPAH.org)
- North American Society for the Psychology of Sport and Physical Activity (NASPSPA) (www.NASPSPA.org)
- Colorado AHPERD www.coahperd.org
- North Dakota AHPERD www.NDAHPERD.org
- International Federation of Adapted Physical Activity (IFAPA) www.ifapa.biz

NEWS FROM AROUND HK

Human Kinetics acquires DSW Fitness

By Steve Ruhlig, VP and HEP Division Director, SteveR@hkusa.com



Steve Ruhlig

Champaign, IL—Human Kinetics has acquired DSWFitness, Inc., Center for Continuing Education, joining the forces of two widely respected information leaders in the fitness industry.

The move will combine the resources and products of Human Kinetics, known globally for its wide range of products in the physical activity and health fields, with DSWFitness, a 33-year veteran and leader of continuing education products for health and fitness professionals.

The acquisition combines two highly compatible companies and reinforces the commitment to the development and distribution of high-quality continuing education coursework for the health and fitness industry.

“We are enthusiastic about Desert Southwest Fitness joining Human Kinetics to expand our

online fitness education courses,” said Rainer Martens, president and founder of Human Kinetics. “DSWFitness has been a leader in online fitness education, and the partnership will let both of us serve our fitness customers to an even greater extent.”

The partnership will make the outstanding continuing education programs of both DSWFitness and Human Kinetics available to a broad range of health and fitness professionals.

“We are excited by the opportunities this acquisition will provide. Human Kinetics continues to set the publication bar for the health and fitness industry. Their commitment to academic excellence coupled with their outstanding publications for higher education and professional development aligns with the core vision and values of DSWFitness,” said Gwen Hyatt, president and CEO of DSWFitness.

Customers who have become accustomed to the service and support of DSWFitness will be able to continue to interact with current staff. Hyatt will serve as director of continuing

education at Human Kinetics, acquiring products and establishing partnerships with association leaders and industry experts. Tish Monroe, current chief operations officer of DSWFitness, will serve as continuing education operations manager at Human Kinetics.

“We’re very pleased that we are able to work with the staff who have made DSWFitness a success and to work in tandem to create new high-quality products serving our fields,” said Brian Holding, CEO of Human Kinetics.

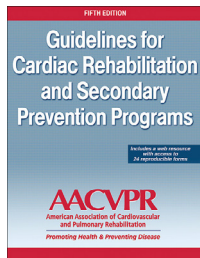
Founded in 1980 and based in Tucson, Arizona, DSWFitness, Inc., Center for Continuing Education is dedicated to the publication and distribution of the highest-quality professional development materials for health, fitness, and clinical professionals. DSWFitness specializes in self-directed distance learning and offers over 150 print and digital continuing education products.

www.dswfitness.com

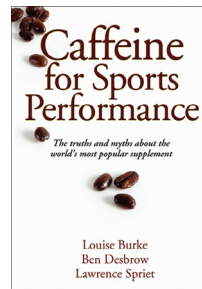
NEW RELEASES

Products Released July Through September

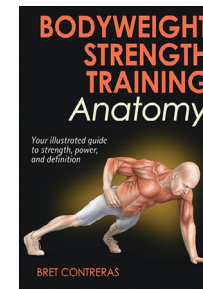
These are the products that were released and offered for sale between July 1, 2013, and September 30, 2013. Clicking on a product title will take you to more information on the HK website or partner websites.



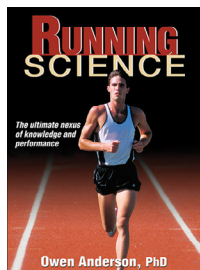
[Guidelines for Cardiac Rehabilitation and Secondary Prevention Programs, Fifth Edition \(with web resource\)](#) By American College of Sports Medicine



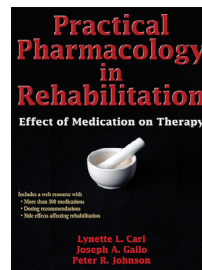
[Caffeine for Sports Performance](#) By Louise Burke, Ben Desbrow, Lawrence Spriet



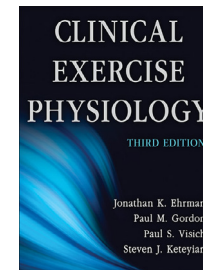
[Bodyweight Strength Training Anatomy](#) By Bret Contreras



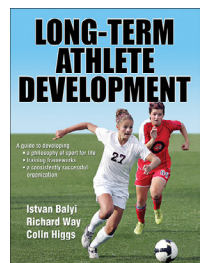
[Running Science](#) By Owen Anderson



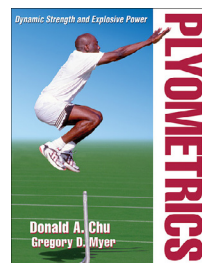
[Practical Pharmacology in Rehabilitation](#) (with web resource) By Lynette Carl, Joseph Gallo, Peter Johnson



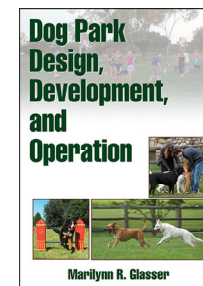
[Clinical Exercise Physiology, Third Edition](#) By Jonathan Ehrman, Paul Gordon, Paul Visich, Steven Keteyian



[Long-Term Athlete Development](#) By Istvan Balyi, Richard Way, Colin Higgs



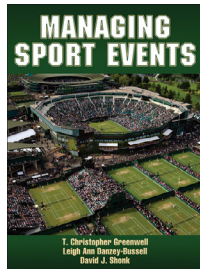
[Plyometrics](#) By Donald A. Chu, Gregory Myer



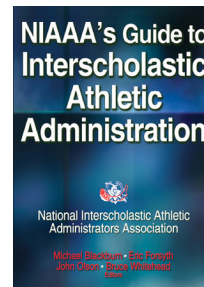
[Dog Park Design, Development, and Operation](#) By Marilyn R. Glasser

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Products Released July Through September**Managing Sport Events**

By T. Christopher Greenwell, Leigh Ann Danzey-Bussell, David Shonk

**NIAAA's Guide to Interscholastic Athletic Administration**

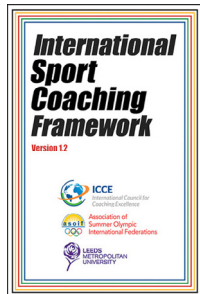
By National Interscholastic Athletic Administrators Association (NIAAA)

Fitnessgram/Activitygram Test Administration Manual Online Course, Updated Fourth Edition

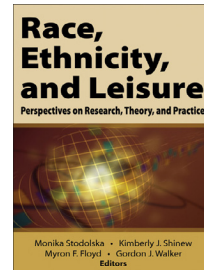
By Human Kinetics in cooperation with the Cooper Institute

NIRSA Officiating Flag Football Online Course

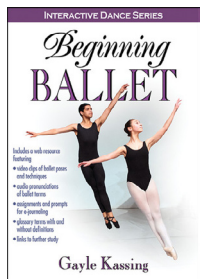
By National Intramural-Recreational Sport Association
Essentials of the Presidential Youth Fitness Program \QQ:
does this have a link? xqq\

**International Sport Coaching Framework Brochure Version 1.2**

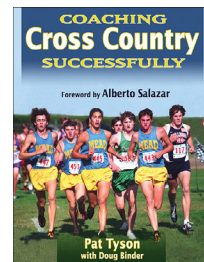
By International Council of Coaching Excellence (ICCE), Association of Summer Olympic International Federations (ASOIF), Leeds Metropolitan University (LMU)

**Race, Ethnicity, and Leisure**

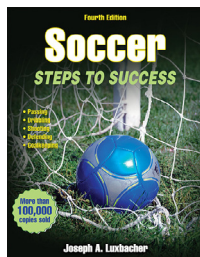
By Monika Stodolska, Kimberly Shinew, Myron Floyd, Gordon Walker

**Beginning Ballet** (with web resource)

By Gayle Kassing

**Coaching Cross Country Successfully**

By Pat Tyson, Doug Binder

**Soccer: Steps to Success, Fourth Edition**

By Joseph Luxbacher

**NSCA's Certified Strength and Conditioning Specialist (CSCS) Online Study Course**

By NSCA -National Strength & Conditioning Association

TIPS FOR A SUCCESSFUL PUBLISHING EXPERIENCE

Negotiating the Author–Publisher Agreement

Jason Muzinic, VP and Consumer Division Director, JasonM@hkusa.com



Jason Muzinic

Contract negotiation. For many people, that activity ranks right up there with going to the dentist or being summoned for jury duty. The feeling of unease might be associated with an unpleasant experience from the past, or it might come from anxiety about possible confrontation with a perceived adversary. But like each of the analogous activities noted here, the anticipation is usually worse than the experience itself. In fact, early discussions with your acquisitions editor and attention to a few key concepts will lead to a worry-free and mutually rewarding experience.

Visions and Expectations

I've negotiated hundreds of publishing agreements with authors, editors, literary agents, and others. Not every experience was smooth sailing, but the majority of them have been, and the key element in the successful ones is that the author and I have common expectations for the process, the project, and the outcome.

The relationship between author and publisher can begin any number of ways, but at some point, one party develops and shares a publishing proposal with the other. It's at this point that each person can get a sense of the other's expectations for the first time. At this stage, it's a good idea

to compile a list of questions you'll want to have answered before negotiating a contract. These will vary based on what is most important to you, but here are a few that are common:

- Do you and your acquisitions editor share the same approach to the content, format, and intended audience?
- Do the expectations that you and your acquisitions editor have about various publishing tasks, responsibilities, and schedules match up?
- What are you and your acquisitions editor expecting in terms of promotion, sales, and ultimately royalties earned?

Bottom line: Take the opportunity to put your expectations on the table and to talk about them with your acquisitions editor so that both of you feel confident that you have a shared vision of the product before you sign a contract and begin to write.

Understanding the Partnership

The core of any successful relationship—personal or professional—is the partnership. That is, each party needs to rely on the strengths of the other to accomplish a common goal. For author and publisher, this is especially true. Human Kinetics relies on your subject-area expertise, reputation, and standing with a specific audience. You rely on us for our experience in identifying the market need, shaping content, and packaging and sell-

ing that work to the target audience.

Creating a product of unquestionable value to the consumer—one that exudes expertise and professionalism and performs well in the marketplace—requires both the author and the publisher to work in tandem. That fundamental notion is easy enough to acknowledge from an objective distance, but applying it in the middle of a negotiation is sometimes hard to do. It's then that it's important to understand the impact a request may have on the overall picture.

For example, an author's request for additional compensation could mean we need to price the book higher or to cut costs in packaging or promoting the book. Any of those factors could limit sales potential. In the same way, if HK asks an author for an earlier manuscript submission date, the author might be able to do that only by leaving out a key contributor or important research. Doing that could decrease the book's appeal in an important market.

On the surface, either of those requests is reasonable. With scrutiny, though, consequences appear. Open discussion between acquisitions editor and author will allow an honest analysis of the impact of those kinds of decisions on achieving the shared goals. The most important ingredient for a successful negotiation is transparent communication. Without that, the concepts of *vision*, *expectations*, *partnerships*, or *mutual understanding* are just empty words. Communication is the foundation on which long-term author–publisher relationships are built.

BACK MATTER

Summer of Changes at HK

Amy Rose, AmyR@hkusa.com



Amy Rose

The summer of 2013 has brought a few changes for the staff at Human Kinetics. Here's what's been happening:

Big Move

After 12 years of a split campus, between the main building and a smaller office building known as HK West, all Human Kinetics USA office employees are back under one roof. Thirty-two people were still being housed in the HK West building, but the overall project involved the moving of over 200 employees and took three months to complete. Facilities manager Jill Wikgren started the project by completing a feasibility study to make sure everyone could fit into the main building. She then worked with company vice presidents and division managers to determine the best placement of each department in terms of working with other departments.

A timeline was then put into place for an efficient move, and instructions were given to the maintenance and technology crews for the details of the move. "Kudos to Bob, Don, Dustin and Rick for working hard to facilitate the move plan," Wikgren said. The crew moved an average of 2 offices a day starting on March 26 and ending on June 26.

Wikgren said the staff was very positive about

the move and looked at it as a good opportunity to purge what wasn't needed in their offices.

New Human Resources Director at HK

Ann Maloney, human resources director for almost 16 years, left her position at Human Kinetics. Ann's husband found new employment as the human resources director for the City of Wichita, Kansas. "Ann was instrumental in recruiting great people at HK and instilling a positive corporate culture," said CEO Brian Holding. Ann's last day was Friday, August 2.

Tara Swearingen has replaced Ann as our new HR director. Ann was able to train Tara for a week or so before her departure. We welcome Tara to the company.

Final Farewell to Al and Vern Martens



Al Martens

co-worker who overcame many obstacles in life. He loved to play guitar, and after joining HK he

It is with great sadness that I share with you the passing of AlRoy Martens, Human Kinetics shipping department worker and younger brother of Rainer Martens. AlRoy lost his battle with cancer August 17.

"He will be remembered as a kind, friendly

discovered Ping Pong and played the game with great passion," wrote Brian Holding upon Al's passing.

Al was born on August 26, 1949, in Hutchinson, Kansas, to Vern and Ann Martens. He is survived by two children, Abel Martens of Lawrence, Kansas, and Bonny Greenlee of Manhattan, Kansas; companion Juli Risley; two brothers, Rainer Martens and Jay Martens, both living in Florida; a sister, Lori McBride of Hutchison; a grandson, Colin Greenlee; and nephew, Blazik McBride.

Rainer's father also passed away, shortly after AlRoy's passing.

Vernon F. "Vern" Martens passed away on September 5, 2013 at Mennonite Friendship Communities, South Hutchinson. He was 89.

HK Turns 40

Human Kinetics will be celebrating our 40th anniversary in 2014. A committee is already hard at work at planning commemoration events for next year. We'd like you to join in the celebration by sharing some of your most memorable HK moments. Tell us about the first book you published with us, or the time one of our employees offered exemplary customer service, or an avoided disaster that became a success, or just a good story about Rainer!

We'd love to hear from you. Hopefully, we can share some of our authors memories in upcoming issues of *HK Today* during our anniversary celebration.

Continued from page 1

Contributions Beyond Our Own Books

Sandrock, Jack Daniels, Randall Wilber, David Martin, Peter Coe, Tudor Bompa, Gregory Haff, Stephen Roth, Krista Austin, Bengt Saltin, and Ronald Maughan.

Starkes' and Abernethy's research helps Epstein explain why it is not Albert Pujols' reaction time that allows him to hit a baseball. It is his chart-topping ability to project the path of the baseball. It is more Albert's athletic software than hardware. Bouchard's genetic research sheds light on the trainability of some athletes over others. Bouchard also played a role connecting malaria to sickle-cell gene variant to low hemoglobin to fast-twitch muscle fibers—and thus the genetic potential to be a great sprinter.

The Sports Gene is a fascinating book, and it's rewarding to see the contributions from our authors. In an exchange with Epstein, he cited HK for its many works. "My personal library is absolutely filled with HK books," he wrote.

I was inspired as a publisher reading *The Sports Gene*. My mind raced with ideas about new publishing projects to further expand the areas covered by Epstein or to explore new ground in the fields of genetics, psychology, and physiology.

How we deliver information is being transformed, but our success still hinges on content. *The Sports Gene* will point HK in some new directions to pursue.

Continued from page 2

An HK Look at the Great White North

is also seeing growth, as many of the country's 280 postsecondary institutions have recently, or are working to, create physical activity-based programs of study. These new programs are tied to growing and projected employment markets with the advancing baby boomer generation, such as recreation and fitness instruction, leisure management, and therapeutic rehabilitation. Many of the core kinesiology programs have also expanded to undertake a more practical application of the traditional movement and sport science curriculum, adding strands in therapeutic recreation, clinical kinesiology, sport business, and recreation programming. HKC is well positioned to serve the resource needs—in print and e-book format—of the instructors in these new and expanding college and university programs.

As the market for e-books has expanded, so has the number of media platforms and e-book aggregators and retailers, and Canada is home to one of the fastest growing in the business. Toronto-based [Kobo Books](#) now has 16 million readers worldwide, up 4 million from last year (a year in which their sales doubled), and is a leading e-book retailer in many countries, including Japan. Kobo's infrastructure and distribution growth in key expansion e-reader markets such as India, as well as global partnerships such as [IndieBound](#) with the American Booksellers Association, have top media such as [Time](#), [Forbes](#), and [PC Mag](#) taking notice of their device innovation, focus on readers, and positioning against Amazon, Apple, and Barnes and Noble. HKC maintains a distribution relationship with Kobo that ensures

HK products are available on their devices, which has resulted in steady growth in monthly sales to this account since inception in May of last year.

With the growth of those third-party e-book retailers, as well as Amazon's presence in print sales, HK has had to work more creatively within the marketplace to ensure a continuity of direct communication with customers. The [HK Rewards](#) program has been a significant contributor to HKC's success in that regard, with 24.7% of HK's global membership coming from Canada. HK Rewards provides our customers with leading content and new product information through subject-specific e-newsletters, alongside a beneficial member discount and seasonal additional promotions, and allows HKC to maintain contact with those customers to promote key new products to the market. HKC is also pleased to host a Facebook account, where news, contests, Canadian authors, and new products are regularly highlighted. HK authors, please visit and "like" us at <https://www.facebook.com/HumanKineticsCanada>.

HK Canada welcomes the comments and suggestions of HK authors worldwide and can be contacted directly at jaker@hkcanada.com.

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