

EST.  1907

**FRIESENS**

HISTORY CRAFTED IN PRINT

— EMPLOYEE-OWNED —

# CAPTURING YOUR HISTORY

AN OVERVIEW



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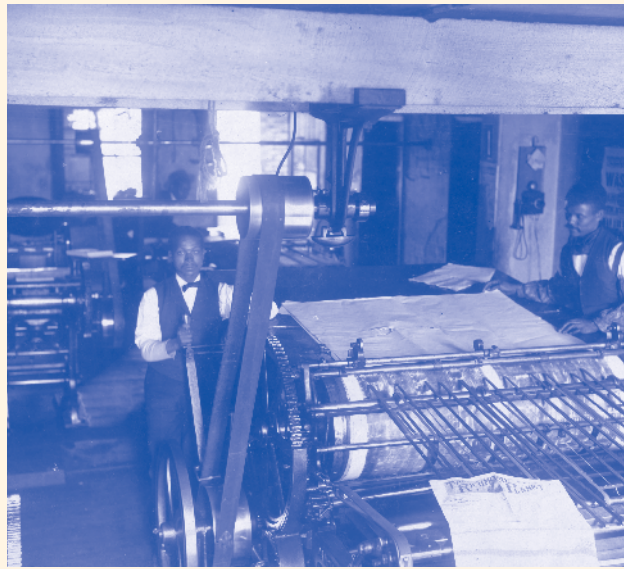
# ACKNOWLEDGEMENTS

It was time for a much needed revised overview to reflect the massive change in both the history market and our History Book Division. We would like to thank the following people for their contributions in making this happen: Jim Beckel for his editing and advice and Lynda Hiebert and Danielle Abrams for collaborating on this revision. Special thanks also to the Canwood History Book Committee for letting us use some documents from the book, "Canwood and Districts, Now and Then, Volume II".

This booklet is structured as a model for our customers, featuring headings, photo sizes, columns, and layout consistent with many excellent history books. This booklet should be used in conjunction with our how-to book, "Crafting Your History in Print". Together, they provide practical information to help our customers produce an excellent quality history book with Friesens.

As changes come to our history book program, new and revised editions of this booklet will continue to be printed. We look forward to your contributions and comments.







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A blue-tinted photograph of a man in a workshop, likely a printer, operating a large industrial machine. The background shows shelves with various tools and materials. The image is framed by a thin yellow border.

# INTRODUCTION

So... you want to publish a history book. Great! We hope this booklet will be of help to you. It is the result of many years experience in promoting the history book publishing industry.





Friesens is the leader in the field of history book printing with excellent sales and service staff, an innovative history book program, and a superb final product. We will be with you every step of the way and will share our expertise with you.

This booklet was developed to give both newcomers and veterans a solid understanding of both what we at Friesens can offer, and what is involved in printing and publishing a history book. We have divided it into four basic components: one, a history of the Friesens Corporation and Friesens

History Book Division; two, an overview of our Make History Program; three, a guide to producing a history book; and four, an appendix with useful information for history book publishers.

We hope to give you plenty of inspiration and ideas for your project. Whether your book is about your community, family, church, organization, or business, your history is important to us. We are here to help you produce the best book possible.

Contact us toll free at 1.888.324.9725 or at [historyinfo@friesens.com](mailto:historyinfo@friesens.com).





## COMPANY HISTORY



Friesens History Books is a division of Friesens Corporation located in Altona, Manitoba, Canada. The company had its beginnings in 1907 when David W. Friesen purchased a small confectionary store. He later added a post office and his building became the center for the telephone system in town.

In 1923, he bought a local retail bookstore, which became a wholesale stationery and school supply business in 1930. It was not until 1933 that the company expanded into printing. The first effort was a one hundred page arithmetic textbook, with the type set by hand. During the 1930s, David W. Friesen's sons—David, Ted and Ray—joined the company.

Early in 1941, Friesens started the Red River Valley Echo, Altona's first newspaper. These different businesses grew during the early years, and in 1950 the small firms were incorporated into D.W. Friesen & Sons Ltd.

Over time there have been many building projects, including a major expansion and an equipment upgrade in 1958. This allowed the company to advance into yearbook production—a source of rapid growth ever since. Today Friesens occupies three plants and produces yearbooks, history books, trade books, children's books, art and picture books, cookbooks, educational texts, calendars and world famous, innovative packages through our Packaging and think-4D divisions.

From the time the company first began printing until the present, the industry has changed dramatically. From the humble beginning of hand-set type, letterpress printing and small Gordon presses, it has grown to one of the most modern printing plants in North America. Today the company utilizes state of the art prepress and printing technologies and is an industry leader in the printing world.

In 1995, the company changed its name to Friesens Corporation, and created a new divisional structure. These divisions include; Book, Yearbook, History Book, Packaging and Web.







*Friesens  
has printed  
hundreds of  
history books for  
large publishers,  
families,  
corporations,  
cities, towns,  
villages,  
hamlets,  
districts and  
churches.*

The most important part of the Friesens Corporation, and the root of this company's success, is its people. Friesens Corporation has been an industry leader in establishing a solid benefits package, including a groundbreaking employee profit-sharing plan. Today, Friesens is an employee-held firm where every employee has a stake in the success of the company. This ownership translates to the service and end product you receive—each employee treats your project as their own.

## **HISTORY BOOK DIVISION**

The History Book Division has evolved over the years. In the beginning, individuals—aware of Friesens work—approached the company to print their history books. As more customers asked for these services, Friesens recognized the need to help existing and future customers successfully navigate the detailed process of building a book.

Drawing from experience, Friesens developed a unique history book program structured to assist historical committees and individuals to create self-published histories. Since its inception, hundreds of history books have been successfully printed through the History Book Division—which is still allied with our successful Yearbook Division in the company's overall strategy.

The history book program is constantly updated to meet the demands of the marketplace and its customers. However, the core of the program is Friesens commitment to customer service and a superior product. Our production staff takes great care of our manufactured product, our administrative people tie all the details together and sales and service representatives look after you, the customer.






# THE MAKE HISTORY PROGRAM

There are many way to collect historical data but we at Friesens feel that the best way to preserve that information is in a book. Our Make

History program, outlined in this booklet, introduces customers to the steps involved in creating a history book.





Most of our customers are first-time publishers. As a result our program covers a wide variety of topics, from research and writing, through the manuscript process, to marketing your

final product. This chapter explains Friesens' exclusive program, and gives an overview of several technical, financial and other considerations to be addressed.



# THE BASICS

*Friesens offers extensive experience and support. Make as much use of your representative as you can, they are there to help you.*

## FRIESENS REPRESENTATIVES

Friesens has a network of trained professionals available as your first point of contact. One of your earliest decisions will involve choosing a printing firm for your book. We offer extensive experience, professionalism, support and flexibility, and a program designed specifically for the special needs of our history book customers. Our representatives are an important part of this program. Your representative can be of infinite help, not only in the production and technical aspects of the book, but also in giving you tips for gathering material for the book, research, editing, and writing. Make as much use of your representative as you can.

## HISTORY BOOK CUSTOMER SERVICE

Our history book customers have special contact with our in-plant customer service specialist. This specialist serves as a guide, overseeing the book during the manuscript process at the plant, maintaining contact with each customer, and giving updated information on prices, schedules, and any changes that might be occurring.

## THE HISTORY BOOK WORKSHOP

Friesens has developed a history book workshop, which explains our program in detail. We bring in guest speakers and host these in various cities. Please check our website for a location near you: [www.historybooks.friesens.com](http://www.historybooks.friesens.com). Ask your representative about a no obligation "Get Started" seminar in your community.

## THE HISTORY BOOK KIT

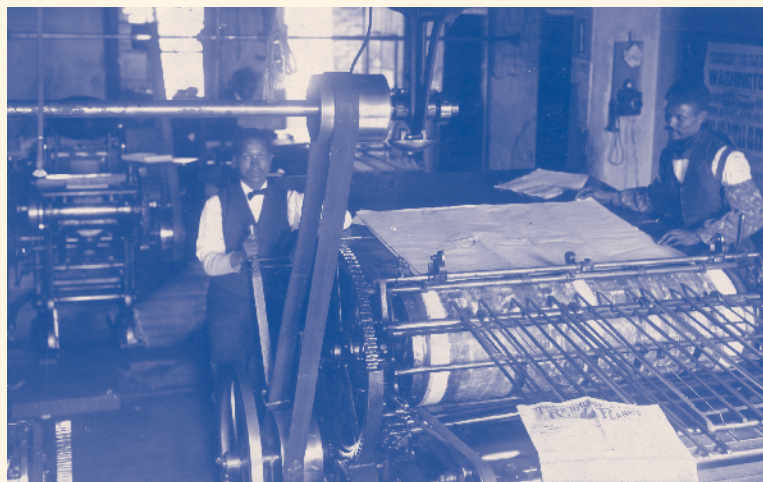
Friesens provides the only comprehensive history book kit available in the printing industry. This kit contains many basic supplies and useful tools to assist you in compiling and organizing your book.

Our companion volume, *Crafting Your History in Print*, which is included in the kit gives detailed instructions for using these tools effectively. Our kit also includes the following materials: sales receipt books, cover swatches, a *Crafting Your History in Print* and its companion volume, *Capturing Your History* – an Overview, sample brochures, sales posters, a history book cover design sheet, and other useful items. Our kit is a key part of Friesens Make History program.

*To find a rep in your area, go to our website [historybooks.friesens.com](http://historybooks.friesens.com)*

*Our customers have special contact with our in-plant history service specialist.*





## THE HISTORY BOOK BROCHURE

One of the best ways to launch your project is to take advantage of the history book brochure offer from Friesens. Anyone who contracts to print a book with Friesens can order free brochures. These brochures will:

- Generate interest in the book
- Provide actual sales (pre-orders will be helpful in determining your quantity to order) through order form portion on brochure.
- Ask for family and organization histories and other information
- Let everyone in the community know what is happening

Talk with your Friesens representative, who

will help you put a brochure together. Mail or email them out to local families as well as former residents to generate interest, response and pre-orders. Have a digital form available on your community's website for people to access. An example of a typical brochure is included in our appendix.

## THE FRIESENS ADVANTAGE

Friesens is the only printing firm in Canada which offers a complete printing package; a starter kit, expert technical support, photo scanning and proofing, layout and cover design, page proofs, full colour printing, extensive paper stock and cover choices, and complete binding and packaging options all in one plant. It's the Friesens advantage – our customers have all their needs met with one simple call.

*Your brochures will help you gauge how many copies you will need to order.*

*Your goal should be to ensure your printing costs are covered by the sale of your books. Your launch date, book promotion campaign, and unit cost will help achieve this goal.*





# MANUSCRIPT PREPARATION

There are three different methods of history book preparation possible with Friesens. Each method requires different skill levels and production time frames. Discuss each method with your representative before choosing which one will be right for you.



## FRIESENS PREP

With this method, customers solicit, type, and edit stories which are then submitted to Friesens. Original photographs, with captions, are also submitted. Friesens then typesets the stories and scans the pictures. Story and photo proofs are returned to the customer to assemble in the correct book order. Once the pages and photos are in order, Friesens combines the two in a page layout format. This method leaves the job of typesetting and page layout to the experts at Friesens, allowing our customers to concentrate on story and photograph selection and editing, proofreading, fundraising and marketing. It has a time frame of roughly two to three years, depending on the size of the book. Material and photos are constantly going back and forth between Friesens and the customer. Close communication between Friesens and the customer is on-going during all stages of the project.

## CONNECTME

Our online software is a great option for those who are leaning towards more of a pictorial history book without a lot of text. With ConnectMe you can:

- Create your own custom pages from scratch
- Easily create templates and apply them to your pages
- Upload and manipulate your own photos
- Keep track of stories, people, etc. with our indexing tool
- Have multiple people working on the project all from the comfort of their own home
- Proof and approve your pages all online



- Set up your own online store to sell your books
- Manage your entire project from the dashboard

## DESKTOP PUBLISHING:

Desktop publishing refers to the digital creation of a document (like a history book) using computer software. It includes the writing and editing of text, designing page layouts and integrating all aspects of the book (including graphics and pictures) into its final form.

Although there are a variety of page layout programs available, the industry standard is Adobe InDesign.

## PHOTO SCANNING OPTIONS

Regardless of which program you are using, customers may choose to send their physical pictures to Friesens to be professionally scanned, retouched, and cropped or enlarged. We have the latest in photo scanning technology and can produce top-quality photographs for your book. Friesens provides photo proofs, in the exact size (width and height) of the final photo. This helps our customers lay out their text and photos accurately. Not only do we have years of experience in cropping and retouching photos, but our prices are highly competitive. Contact us for more info: 888.324.9725 or via email at [historyinfo@friesens.com](mailto:historyinfo@friesens.com).





# PROJECT SPECIFICATIONS

*If possible include spine text on your cover.*

*The cover should be simple and uncluttered, especially if done in foil.*

*With so many options available our experts will help you to find the right paper match for your project.*

## BOOK SIZE

Early in the planning stages, choose a size for your book. Will it be 6 x 9 inches, the popular 8.5 x 11 inches, or perhaps something different? Are you going to go with a landscape or portrait format? The size and format of your book will affect the amount of research, information, and the number and size of pictures and illustrations you will be able to include. A 6 x 9 inch book is convenient to handle, and is comfortable for your readers. However, if your book is going to be lengthy (over 300 pages), a 6 x 9 book quickly becomes too bulky. Another drawback is that a smaller book limits the number and size of photographs.

An 8.5 x 11 inch book is the most popular size for history books. The pages are larger and are both easier to work with and to read, particularly when broken into two columns of type on each page. Also, an 8.5 x 11 inch book allows your photographs and illustrations to achieve maximum visual potential. More photographs can be put on a page and interesting photos can be enlarged to show finer details. A large book may quickly become heavy, however. Some customers need to break their manuscript into two (or more) parts and produce a multi-volume history. If your book contains few pages, it might seem rather thin; a problem that is overcome by choosing a heavier paper stock for books of less than two hundred pages.

It is possible to create a history book outside these sizes. Please contact us for more information and pricing. (1.888.324.9725 or email [historyinfo@friesens.com](mailto:historyinfo@friesens.com))

## COVER AND COVER DESIGN

Most history books have hard covers, made with a stiff board and a variety of cover materials. They cost only slightly more than soft covers and the advantages are tremendous. Your book will last longer and look more impressive. There is a wide variety of cover material colours and finishes to choose from. In the Friesens History Book kit, you will find a sample swatch booklet of cover materials. Be sure to discuss your options with your representative.

You will also need to submit a title and cover design for your book. A popular way to find a design is to hold a contest among your potential readers. Once chosen, your design can be printed in ink, foil stamped, embossed or even burnished onto your cover. Using a rough sketch provided by the customer, our professional artists will set the cover design. A proof of the cover will be sent to you for final approval before going to press.

Remember, the cover design should be simple and uncluttered. Making it too busy will detract from its appearance. The cover should contain both the title of the book and a description, where it mentions the family, church, club, business or local area that it represents.

## PAPER STOCK

All Friesens books are printed on high quality book paper. The paper weight varies according to the number of pages in your book. For example, a heavier weight of paper is used for books containing less than 200 pages, to



give the look and feel of a larger book. With many history books containing large amounts of text, non-gloss paper is used to make readability easier.

## BINDING

Binding is an important part of the Friesens book package. A history book must be well-bound, for it will see much use by many generations. All hard-cover history books produced by Friesens have sewn binding, where the pages are sewn together using a nylon thread. History books are printed in units called signatures, an important part to remember when counting the pages of your book – it must total a number divisible by eight. These signatures are collated together, sewn on special book sewing machines, and bound to the endsheets and cover. Sewn binding is virtually indestructible and should last forever.

Each hard cover book has an endsheet, placed at the front and back of the book. An endsheet has only one purpose, which is to hold the book block to the cover. Endsheets are generally plain white, however, they can be ordered with copy or pictures on them.

## ORDERING COPIES

It is difficult early in the project to know how many books to order. The brochures that we offer you can be very helpful in determining the number of books to order. You may also want to have sales campaigns and advertise your book to generate sales. Friesens can also set you up with an online store to help with credit card orders.

## PRINTING COSTS AND SELLING PRICE

History book customers need to know the final printing costs so an accurate price can

be established for your book. However, it is not possible to establish your final printing expenses until the exact number of pages and books are determined. The final page count cannot be determined until all materials have been submitted and your book layout is complete. It is usually necessary to pre-sell your books to determine interest.

Your Friesens representative works closely with the plant to provide you with a price estimate valid for a specified period of time, based on the number of books, pages and pictures you *think* your book will contain, as well as the prep type you will be using. (History books often end up with more pages than were initially contemplated.) Remember, your history book might be several years in the making before it finally comes out, and the books should not be underpriced when the project begins.

Many committees choose to take advance orders with a down payment. The balance can then be paid when the price is known. Our history book kit contains receipt booklets you can use for these pre-orders.

Our Friesens representative will give you a digital quotation, together with an agreement showing terms of payment for the book.





# IV FINAL STAGES

*Make sure to return your proofs as soon as possible – we can't continue on until these arrive!*

*A launch is a great way to bring your community together! This also helps keep shipping costs down and helps with book distribution.*

*"First Edition" books sold at auction can raise serious money for your project.*

## THE PROOFING PROCESS

Every history book customer will receive a final page proof of their book. When this page proof has been checked and returned to Friesens and we have processed any changes that have been requested, your book is ready to print! It is best to ensure that you have multiple people review the proofs. Check carefully for spelling errors, that photos are captioned properly, and stories are not cut off. It gets very costly to make changes to your files when they are at the press-ready stage of production.

## POPULAR DELIVERY DATES

You will likely recover most of the cost of professionally printing your book by simply selling the book. Therefore it is to your advantage to become a savvy marketer. When you set deadlines for your book, choose a good delivery date. The most popular delivery dates are either at Christmas time or during the summer months. Homecomings or anniversary celebrations are also great motivators to purchase books. Getting the books out just before Christmas will help you sell books, all ready for gift giving. In the publishing trade, nearly seventy-five percent of all book sales are made just before Christmas. The second best time to market and sell your book is in mid-summer. Self-published local history books usually originate from a community, which might have a summer fair, reunion, rodeo, or festival, which is a good place to sell your finished book. Many people return home to attend various family or community events, and these people

are prime customers for your committee. Set up a booth and sell books right on the spot.

## BOOK LAUNCH

Set aside one day to unveil your books and continue the selling campaign. Creating a special "unveiling" or launch day, complete with presentations, speeches, and awards will promote excitement and sales. Past customers have found that taking the time to set up a book launch creates a better selling atmosphere.

## ADVERTISING

Advertise your book and your book launch. Too often, local people are unaware of when a book is finished and available, let alone past residents and other customers. Start advertising in your community newspaper and website weeks before the launch day to raise interest. Once the books have arrived, continue promoting it so people know where a book is available for sale. Your books should be displayed in local bookshops, libraries, prominent stores, post office, and R.M. office and online to target as many people as possible.

## FIRST BOOK

The first book off the binding line at Friesens is marked with a special stamp and packed in a specially made presentation box. This box is sent along with your book order but placed in a separate carton so it is easy to find.

The first book can be used for whatever purpose you like. Some customers present it to the editor, local mayor, or another person involved in the project. Many other

committees auction off the first book during their book launch. This can be an excellent method of raising money. It is not uncommon for the first copy of a history book to sell for several hundred or even thousands of dollars.

## MAILING OPTIONS

Sometimes books are pre-purchased or sold to people outside of your immediate area. In this case consider ordering mailing cartons from Friesens. History books are generally heavy and too valuable to place in paper envelopes. Sending a book through the mail opens the door to damage in transit. As a precaution, Friesens can create special corrugated carton mailers designed to fit your particular book. Contact us for more information at 888.324.9725 or at [historyinfo@friesens.com](mailto:historyinfo@friesens.com).

## OVERS/UNDERS

Your history book is a custom-made product. As such, considering the number of special operations a book must pass through before it is finished, there is always the possibility that your finished book count might end up a few under what was ordered, or more likely a few over. Unders are credited at the unit cost of the book and overs are used to replace any spoiled books you might receive. This way you are assured that all the books you sell are top

quality. Any overs not used as replacements are charged at half the unit cost. It is then your option to keep the overs or return them for a credit.

## NATIONAL LIBRARY

Every book that is printed in Canada must be registered with the National Library in Ottawa. The National Library compiles a listing of all Canadian books published each year. The library gives each book an ISBN number before it is published so it can be recorded in each library in the country. This ISBN number is provided through Friesens. However, when the book has been completed, it is your responsibility to forward two copies to the National Library. With your final invoice, Friesens will send you the appropriate forms to make this registration.

*ISBN stands for  
International  
Standard Book  
Number*

## COPYRIGHT

Many history book groups wish to copyright the material in their book. This is an easy process and can be done by going online and filling out the appropriate paperwork.

It should be noted that technically your material is legally copyrighted simply by placing it in print. Registering it with the copyright office only gives added weight to the copyright. (Please note that fees are involved with this process.)

## REPRINTS

Reprints can happen for a variety of reasons. The cost for a reprint of your book depends on the number of books you would like to order, how much time has passed since the original print run and whether any changes need to be made. Please contact us if you need more information at 888.324.9725 or at [historyinfo@friesens.com](mailto:historyinfo@friesens.com).







One Memory Lane · Altona, Manitoba · R0G 0B0  
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