
PRESS RELEASE

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“BEAVER’S POND PRESS AUTHOR WINS FIRST PLACE IN PRESTIGIOUS 2010 SELF-PUBLISHED BOOK AWARD CONTEST”

Former Best Buy executive Jeff Appelquist’s book Sacred Ground wins 18th Annual Writer’s Digest Self-Published Book Award for Non-Fiction

Minneapolis, Minn. – (November 3, 2010) –*Writer’s Digest* magazine is devoted to helping writers develop their craft and hone their publishing acumen. This year they recognize Minnesota author Jeff Appelquist as a rising star. Appelquist’s non-fiction work, Sacred Ground: Leadership Lessons from Gettysburg & the Little Bighorn, takes the reader on a gritty, unforgettable journey into America’s most historic battles. Appelquist’s goal is to convey lessons from the conflicts and apply them to business and life. He also won the 2009 Indie Excellence Award for best military history award.

In addition to Sacred Ground, other Beaver’s Pond Press award-winning authors include Marilyn Jax, Mary Linda Sather, Christine Stenstrom, and Trish Herbert.

Marilyn Jax is a native of Edina, Minn. and is the author of Road to Omalos. Her book is an engrossing detective story that takes the reader into the mind of a sociopathic criminal. USA Book News named the book a finalist in the thriller/adventure category for best books of 2010.

Other USA Book News Award finalists include Mary Linda Sather for her children’s book Boo Boo Bear’s Mission, Christine Stenstrom for The Cherry Blossom Trees, and Trish Herbert for Journeywell. In addition, Herbert was a finalist for a Minnesota Book Award.

The recent award-winning books prove Beaver’s Pond Press strives to provide the best in self-published books.

“Our goal is to provide authors with high-quality creative collaboration,” said Chief Publishing Executive Tom Kerber. “Authors come to us because we mentor them to publishing success.”

For more information about Beaver’s Pond Press, go to www.BeaversPondPress.com.

About Beaver’s Pond Press:

Beaver’s Pond Press is an independent publisher located in Minneapolis, Minnesota. The press was founded in 1998 by Milt “Beaver” Adams. Their mission is to mentor authors to

publish their best books through strategic marketing and creative collaboration. They specialize in nonfiction, children's books, business/self-help, memoir, and inspirational titles. Beaver's Pond Press authors have won numerous awards including Minnesota Book Award, the Midwest Book Award, the Benjamin Franklin Award, the *Writer's Digest* Award and the Indie Excellence Award.

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