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FOR IMMEDIATE RELEASE

Twin Cities Publisher Beaver's Pond Press Announces New Leadership

Minneapolis, MN (October 22, 2010) Twin Cities-based publishing company Beaver's Pond Press thanks Susan Adams Loyd for her many contributions to the company as she leaves to join Clear Channel Outdoor Minneapolis/St. Paul as its new Branch President effective November 9, 2010. During her tenure, Loyd provided strong guidance as Beaver's Pond Press transitioned its ownership and leadership to Chief Publishing Executive, Tom Kerber, and the excellent staff of editors and professionals that have joined the company in the last three years. "I am very excited about the future of Beaver's Pond Press and proud to have been associated with the many authors that have found success through their work with us," says Loyd. "My hope has always been that Beaver's Pond would flourish well beyond the foundation my father built for it. I know with Tom's foresight and vision, and the many contributions of the capable staff, this can be accomplished."

Beaver's Pond Press was started by Loyd's father, Milt "Beaver" Adams in 1998 as an independent publishing company that focused on mentoring authors to produce high quality books. Milt's vision, energy and author-focused commitment resulted in more than 600 books published in the last 12 years. At 82 years young, Milt smartly transitioned the company starting in 2007 to a partnered leadership team with Kerber. Kerber has a long history of success as a financial and operations executive in high tech and manufacturing companies including stints with ITT, Iomega Corporation, and Jacobs Trading Company. He brings a wealth of knowledge, a love of books and a strategic focus which will be needed as the publishing industry embraces e-books, new distribution channels, book marketing through online presence and social media and the fast growth of self-publishing alternatives in a highly competitive marketplace.

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“This year we saw our titles do exceptionally well in spite of a recession and declining book sales in the overall market. Our authors have consistently broken the mold. I have supreme confidence that in 2011, we will do even better by listening, mentoring and being the place that authors go to get hands-on support and direction as they pursue publishing.” Kerber said. “We believe offering e-books is just one of many ways publishers must meet the demands of consumers,” he explained. Kerber also launched Beaver's Pond's “How to Plan, Publish, and Market Your Book” seminars to educate potential authors on the publishing process, industry trends and how to anticipate unknowns in publishing.

Milt Adams will continue in his role as the Mentoring Publisher/Founder, inspiring and coaching authors to publish their best book possible. He will continue to be actively involved, working with and mentoring authors about finding their dreams through publishing. Adams said, “This is an exciting time for the Beaver's Pond family. I am proud to know that my legacy will be strong and vital for the future, and that the company will be best-positioned to help authors realize their dreams.”

About Beaver's Pond Press

Beaver's Pond Press, known as the “Mentoring Publisher” is an independent publisher in Minneapolis, Minnesota. The press was founded in 1998 by Milt “Beaver” Adams. Beaver's Pond Press is an author's-first publisher with strengths in fiction, children's picture books, business/self-help, memoir, and inspirational titles. Beaver's Pond has published some of the Twin Cities' leading authors and has won numerous awards including the Minnesota Book Award, the Midwest Book Award, The Benjamin Franklin Award, the Writer's Digest Award and the Indie Excellence Award. Their mission is to help authors publish their best book possible through strategic marketing and high-quality creative collaboration. For more information visit:

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