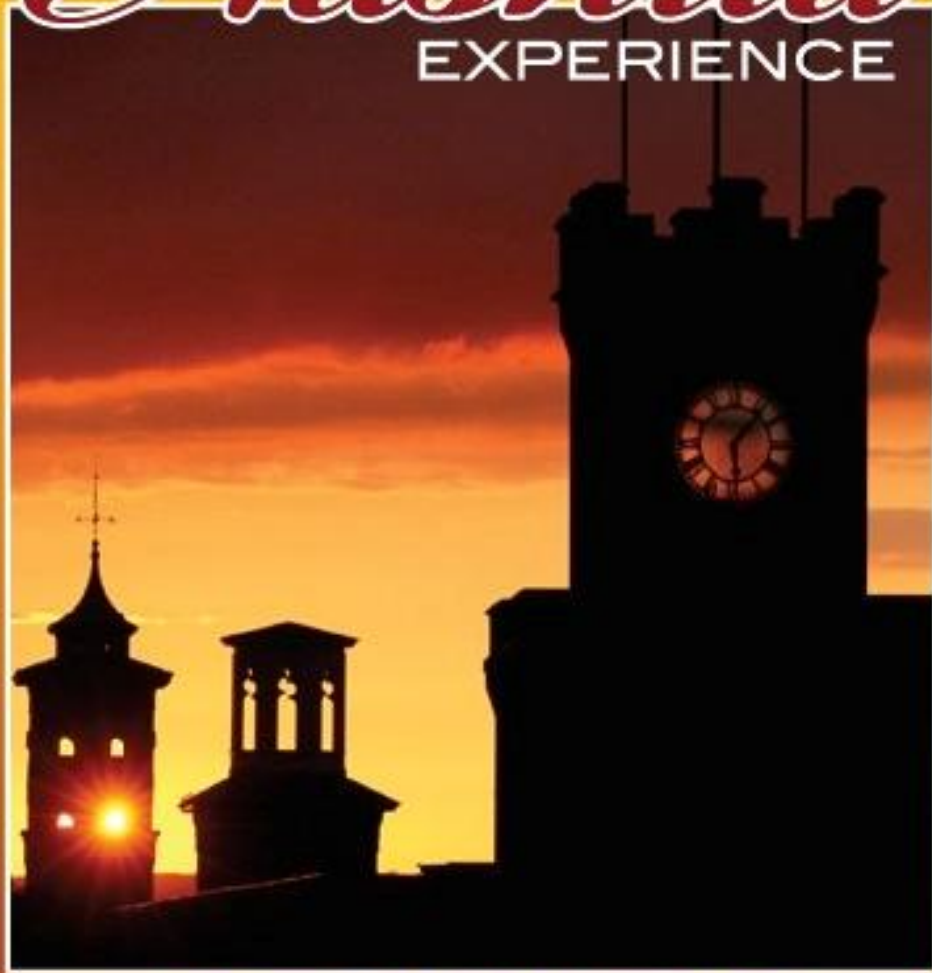


# Creating a Local History

NELA Annual Conference

October 20, 2009

THE *Nashua*  
EXPERIENCE

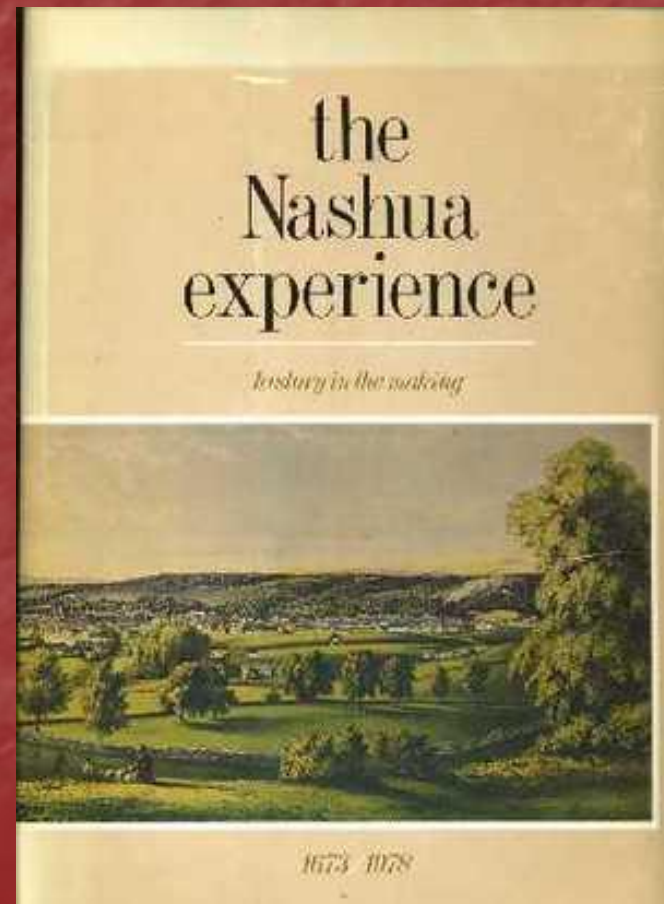


A THREE-DECADE UPGRADE  
1978-2008

ALISON ZAYA - STEVEN BUTZEL - LINDA N. TAGGART

# Project Origins

- 30<sup>th</sup> Anniversary of *The Nashua Experience: History in the Making, 1673-1978*



# General Topics

- Demographics
- Economy
- Environment
- Politics and government
- Transportation
- Education
- Daily life
- Adversity

# Research and Sources

- Mayoral event
- Interviews
- *The Telegraph*
- Annual reports
- Books
- Census reports
- Other municipal reports
- Court cases

# Interview Questions

- Standard questions for all interviewees
  - What has been the most significant change in Nashua in the past 30 years?
  - What makes Nashua unique?
  - Who are the movers and shakers?
  - How has the population changed?

# Writing Process

- Outlines
- Organized and reviewed notes
- Wrote and edited draft
- Submitted chapter to editor
- Revised chapter based on editor's suggestions

# Challenges

- Time management
- Dealing with the unexpected
- Recent local history challenges
  - Unresolved issues
  - Sensitive topics
  - Subjects alive and living in Nashua
  - Diplomacy and politics
  - Lack of perspective

# Project Specific Challenges

- Timing of the project was close to the next census
- *The Telegraph* index not comprehensive
- Databases do not cover entire time period

# Cost and Pricing

- Cost of layout, indexing, printing: \$18,000
- 2000 copies printed @ \$9/copy
- Sells for \$25 retail
- Library/bookstore/vol. prices: \$13.75-\$20
- Break-even points:
  - @ \$25: 720 copies
  - @ \$13.75: 1309 copies

# Roles

- Authors
- Research assistants
- Editor/proofreader
- Project manager
- Subject-matter-expert reviewers
- Graphic artist

# Publisher

- Jetty House, an imprint of Peter E. Randall Publishers
- [perpublisher.com](http://perpublisher.com)

# Distributor

- Enfield Publishing and Distribution Company
- enfieldbooks.com
- They get 15% of net sale
  - e.g. books sold to Barnes & Noble @ \$15
  - 15% of \$15 = \$2.25
  - We get  $\$15 - \$2.25 = \$12.75$
  - Profit:  $\$12.75 - \$9 = \$3.75$
- Minimum income \$25/month to distributor
- Setup fees around \$100

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