



JON & KAREN LARSON FAMILY FOUNDATION

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July 9, 2014

Subject: Yale Class of 1963 - Gift of books to Yale

"Self-Publish Your Own Book - a (simple) Guide" 81 Yale Class of 1963 Authors

-Alan Solomon

Department Head
Humanities Collections and Research Education
Yale University Sterling Library alan.solomon@yale.edu
120 High Street New Haven, CT 06511

-Yale College Masters

- Peter Salovey, President

We are pleased to donate one copy of our collective book to be permanently housed at Sterling Library.

We are also pleased to donate copies to the Masters of Yale's residential colleges for consideration for placement for best use including final indexing in each college library where it can be used to encourage and enable students to consider publishing their own books.

And of course an honorary copy to Peter for his own purview.

Although our California non-profit 501c3 *Larson Family Foundation* www.lff1.org is listed as the owner of the copyright and I am listed as the author, 80 **Yale Class of 1963 Authors** are officially listed as the **co-authors**.

We have stated our intent that the Yale Class of 1963 benefit from all of the future proceeds after the minimal cost to publish is recovered, via gift donation from LFF. We have no idea yet of the global demand for our book, but at 284 pages and highly technical, it is more of a reference manual and guide than say a mystery novel or a "bodice ripping" steamy romance novel, which will limit its appeal to a more narrow and focused audience of readers.

But we believe the book, due to its Yale origins, will have unique special appeal to Yale students and faculty members.

Thank you for your consideration and support.

Jon H. Larson Yale Class of 1963 - Calhoun College

Larson Family Foundation chairman

“Self-Publish Your Own Book - a (simple) Guide”

By: Jon H. Larson and 81 Yale Class of 1963 Authors

Overview

This book seeks to encourage, motivate and enable readers to Self-Publish their own book(s).

It is a thorough, comprehensive, understandable and up to date presentation of the resources and technologies of the Self-Publishing industry that are available today to the first time Self-Publisher.

Part I - "Self-Publish Your Own Book" is an easy to follow step by step Guide that you can follow to self-publish your own book. It walks the reader through the process using the new generation of low cost and simple to use tools and services available online over the Internet to:

- 1) Complete your book into publishable form.
- 2) Introduce it into the distribution channels that will generate you sales, revenue, and recognition and celebrity.
- 3) All at minimal cost to yourself.

Part II - "Yale Class of 1963 Authors" presents a collection of more than 100 books by 81 Yale Class of 1963 authors, spanning an almost inconceivable variety of subject matters -- literary, artistic, musical, medical, legal, religious, scientific, historical, mathematical, political, autobiographical, and many more. It is a striking display of the many directions in which Yale 1963 classmates have taken their talents since graduation over a half century ago.

Part III - Wisdom, Tips and Advice from the experienced published authors

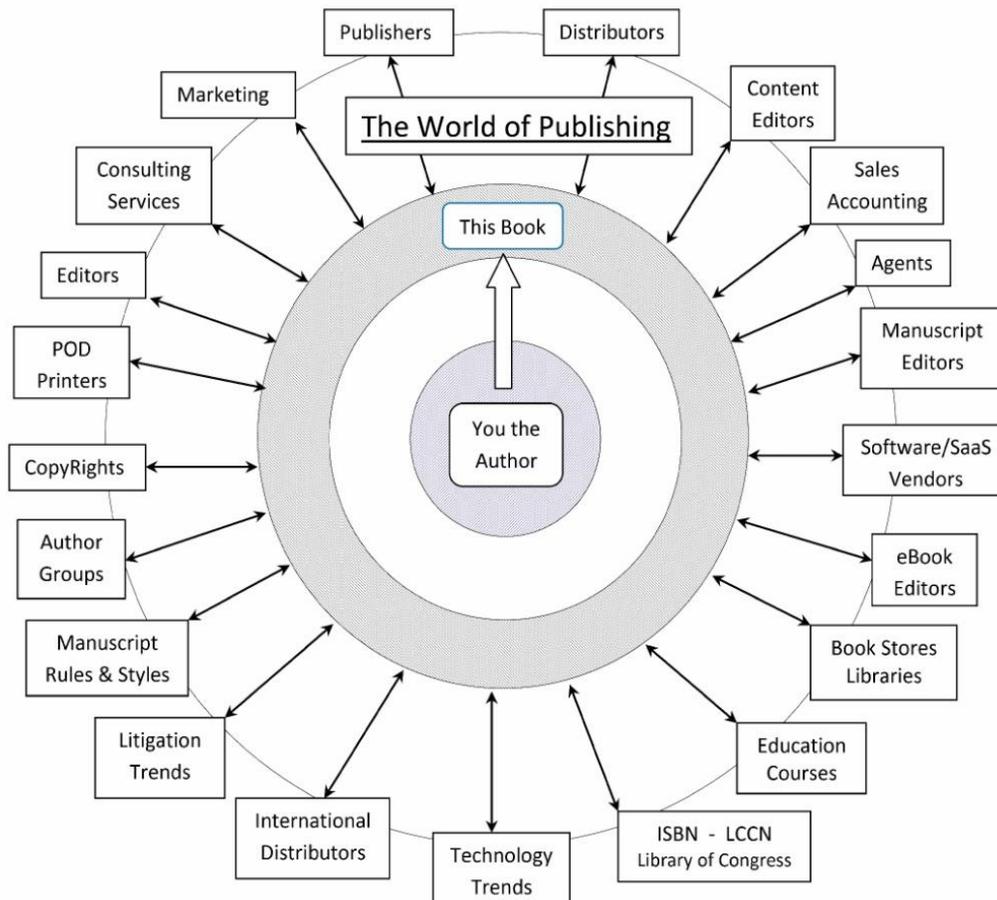
Appendix:

Grammar, Formatting, Style Guides, Copyrighting, Distribution Channels, Maximizing Royalties, Publishing Technology Trends, the Global Knowledge Growth Rate

Addendum: The Global Publishing Industry today, Publishing Trends in the Digital Age

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Meet the Author

Jon H. Larson: Jon won the prestigious yearly national President's Award as the #1 recognized contributor to Total Quality Management in U.S. industry by AQP-ASQ, an International not-for-profit membership association dedicated to improving workplaces through quality and participation practices. Jon is managing partner of the IRPLLC venture capital fund invested in managing 29 startup and early stage companies for 29 Partners.

He has served multiple roles including founder, chairman, president and director of numerous (501c3) non-profit organizations including Charity Enablers Foundation, Iliahi Foundation of Hawaii, TAO Education Foundation, Bay Area Association for Quality and Participation, United Religions Initiative - URI, Californians for Missing Children, and the Larson Family Foundation - www.lff1.org.

He held a number of positions in computer engineering, marketing, project management and consulting around the U.S. and abroad for IBM. Jon was co-founder and president/CEO of MEDICOM Corporation which he built from base zero into the then largest private online medical data processing network in northern California. Jon served as co-managing Partner of a number of energy and investment Partnerships. He has held numerous consulting positions in computer systems and network architecture design and technical projects management.

Education: Yale University - BS IA/EE Industrial. Admin., Electrical Engineering

Personal: Married for 50 years to Karen Lee Brown of Rochester, New York. Son Derek Larson age 48

Military Service: 199th Fighter Interceptor Squadron - Hawaii Air National Guard

Residence: Tiburon, California near San Francisco since 1975. Born and raised in Honolulu, Hawaii