

Business by Jake

YOU CAN BE FORGIVEN for sucking in your stomach as you pass by booth 3249 today, where Amacom Books has Jake Steinfeld, founder of fitness conglomerate Body by Jake, signing *I've Seen a Lot of Famous People Naked*, and *They've Got Nothing on You: Business Secrets from the Ultimate Street-Smart Entrepreneur* (Sept.).

Unlike Steinfeld's four previous titles, which focused on fitness and self-help, this one—with a foreword by Steven Spielberg—stands as a business book meant to inspire potential entrepreneurs.

The self-described former "fat kid with a stutter" not only was one of the earliest personal trainers and founder and chairman of Body by Jake Global, but he also launched FitTV in 1993 and sold it to Fox four years later for \$500 million. His most recent project is an on-demand exercise video channel, Exercise TV!, in partnership with Comcast Corporation, launching this fall.

In conjunction with the book, Stein-

feld, who believes in giving back, will fund a fledgling entrepreneur's company—selected via a contest—with cash and services worth \$250,000. There will be a more modest giveaway at BEA: one of Steinfeld's "Ab Scissor" exercise aids will be raffled to a book-seller every day at 3 p.m.

So, what does this fitness guru recommend for staying healthy at BEA?

Says Steinfeld, "Go into the show with a clear head: get a good night's sleep the night before. And pace yourself. Everything in moderation. Wear comfortable shoes, and drinking water is super important, too. In the end, though, it's all about your attitude. Everyone should understand that life could be a whole lot worse than walking around the BEA floor."

Steinfeld: Taking on the business world.

—Natalie Danford



Westward Ho

CAN IT REALLY BE 50 YEARS since Matt Dillon first strode into Miss Kitty's Long Branch Saloon? *Gunsmoke* debuted on September 10, 1955, and the final episode aired on March 31, 1975. *Gunsmoke* is still seen around the world in reruns, providing a whole new generation of fans for Marshal Dillon, Miss Kitty, Chester and Doc.

Five Star Publications (booth 4701) is paying tribute to that most classic of TV westerns with Ben Costello's *Gunsmoke: An American Institution, Celebrating 50 Years of Television's Best Western* (Aug.). The book features more than 500 photos, 60 interviews with cast and crew members, and complete credits for all 644 episodes.

A familiar name to fans of movie and TV westerns, actor Alex Cord publishes his second novel, *A Feather in the Rain*, later this month. A contemporary western set in Cord's

home state of Texas, the novel, says Five Star president Linda Radke, "is a classic tale of love and passion that begins with a tragic incident taken from the author's own life."

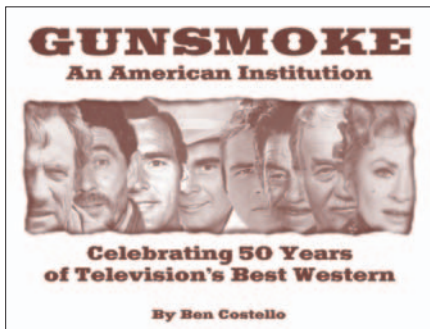
Historian Dr. Veronica E. Velarde Tiller, a Jicarilla Apache, has updated and expanded the second edition of her *Guide to Indian Country: Economic Profiles of American Indian Reservations* (July), which offers the latest information about 562 recog-

nized Native American tribes.

Costello autographs *Gunsmoke* posters today, 10:30–11 a.m., at table 2. Cord autographs his book 9:30–10:30 a.m. at table 2 and signs posters of *A Feather in the Rain* 2–3 p.m. at

the Five Star booth. Tiller will be on hand to sign copies of her book at the booth on Sunday at 10 a.m.

—Lucinda Dyer



Time to saddle up the horses.

Inspirational Suspense

WHAT ELEMENTS GO into a Christian romantic suspense novel? Ordinary people find themselves in extraordinary circumstances. The suspense comes first, and the romance develops.

"Romantic suspense has been building as a genre for some time," says Krista Stroeve, an associate senior editor at Harlequin's Steeple Hill Books who edits the new series Love Inspired Suspense. The series will launch with three titles whose authors who are all signing today, 3–4 p.m., at booth 4167/4267: Hannah Alexander, *Note of Peril* (July); Marta Perry, *Her Only Hero* (Aug.); Colleen Rhoads, *Windigo Twilight* (Aug.).

Steeple Hill's first line was Love Inspired, launched in 1997, which Stroeve says is known for emotional Christian romances that generally have no "whodunit" factor. In Love Inspired Suspense titles, the readers—whether Christian or non-Christian—can wonder: Will the heroes and heroines get out alive?

Starting in July, Steeple Hill will publish two Love Inspired Suspense titles each month, carrying the tagline "Riveting Inspirational Romance." The job, Stroeve says, is to let readers know each will be an "edge-of-the-seat" read.

—Juli Cragg Hilliard

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