

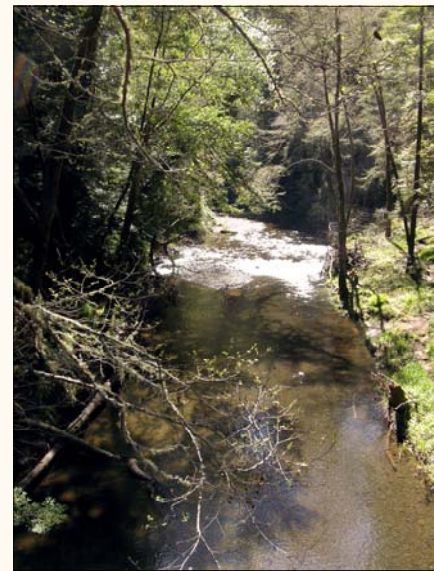


Why go Digital, and why Self-Publish?

Why are we focusing on digital products, and why are we going the self-publishing route?

Good question! We have chosen to publish digitally, for several reasons. Although we love the feel of books, the tactile experience of holding them, and reading the printed page, and we mourn the decline of the publishing industry and the folding of newspaper after newspaper, we recognize that the digital age is upon us, and all the indicators are that eBooks (such as for Kindle, iPhones, iPods, laptops, etc.) are the new delivery format for information.

We are also influenced by our backgrounds, we grew up in the Sixties, with progressive parents, and reverence for the Earth was instilled in us early. It is our belief that publishing eBooks online helps to preserve our precious resources, our forests, waterways and earth for future generations.



Recently, Donald and I were called overly optimistic for choosing digital over print for ecological reasons; we do understand that most computers are not currently ecologically sound, but we also know that most people are working hard to reduce their carbon footprints on our planet.

And, although the computer/digital industry is not where it should be, the argument can be made that of the two - the printed book versus the digital book - the one that is possibly most easily initiated by a groundswell of consumers is the greening of the electronic industry. That is why we encourage you to demand environmentally friendly computers, green computers, the next time you upgrade your computer. Although Apple seems to be the leader in this area, with innovations to minimize their impact on the environment, the industry needs improvement and encouragement by you, our visionaries!

In fact, 'Greening our Publishing' was discussed by Edward Milford, Chairman of Earthscan, Publishing for a Sustainable Future, at a recent event at Oxford Brookes University, in Oxford, England. Milford asked, "Is it possible?" The event outlined the damaging impact print publishing has on our environment and the rising costs of paper itself. According to Milford, 84% of Earthscan's current CO2 emissions come from the paper itself: a 400g book equals 2kg of CO2, the same as traveling six and a quarter miles in a car, and the remaining percentage comes from travel, freight and office use.

And although print-runs by publishers are commonly 40% too long, the good news is that the rise of print-on-demand books is forcing publishing houses to introduce shorter print runs.

We chose self-publishing because we found that we want much more control over our books, from the content, the layout, and the artwork. We like that we can choose our timing, to pick when we are going to release the finished book to you. For Donald and I, as artists (and as the children of artists influential in their chosen fields), every book is a work of art from our hearts, and is infused with our decades of wisdom in these areas of study.

初級氣功



Redroom.com, the website for writers, while promising to champion not just authors published by established publishers, claims that culture and the marketplace differentiate the self-published authors from those “authors who have toiled through the years-long process of being published by others.” We believe that is a presumption that self-published writers have not ‘paid their dues’ in terms of years spent in accumulating the expertise and wisdom in their fields necessary for presenting their content to the public, and therefore won’t be regarded as having a legitimate reason for being writers worthy of publishing.

And as authors who spent quite a bit of time looking for a publisher, and encountering difficulties, and hearing from friends and acquaintances, even previously published authors, about their frustrations in their, yes, years long pursuit of accepted methods of publishing, it is a no-brainer in choosing to self-publish digitally. The information we have to share is too important to wait decades in order to be recognized by the dwindling number of publishing houses.

Some background on us: Donald and I are proud that, as kids, we were part of the culture from which the awareness for the reverence and maintenance of our Earth grew. Our parents and other adults taught us to recycle, to plant organic gardens: Donald and his father, Don Rubbo Sr., planted the first community garden in Manhattan’s Lower West Side in 1968, on the former Meade Paper site at Canal and Varrick. We were taught to eat organic foods, wear clothes made from natural fibers, and most important, to understand the connection between the meat we bought from the supermarket and how the animals were raised.

Donald also worked in the fine arts printing field as a young teenager in New York, as a printer and then a curator for the artwork of some of the world’s famous artists, and he chose to leave a promising career because of the damaging effects of the toxic inks and solvents used to create these stunning works of art.

I grew up in the 1960s on the commune of “The Free Family,” houses and land scattered over Northern California: Olema Ranch, BlackBear Ranch, The Red House, Clipper Street House, a loose tribe of people going “back to the land.” Many people were shifting the paradigm by studying acupuncture, herbal medicine, sustainable farming, and engaging in re-examining hierarchical modalities of living.

As martial and internal arts teachers of 35 years experience, we have taught most of our classes and retreats outdoors, in sacred sites and power spots, using all of nature as our classroom since 1980. We could, in fact, be called one of the original ‘green’ businesses!

Our latest eBook, Primordial Qigong, is based on Taoist principles, explaining how to be one with nature and step into the three-dimensional physical matrix by understanding and embodying the primary aspects of Taoist philosophy and cosmology. You can find more information on this eBook and how to order it on our website, <http://www.CultivateChi.com>.

We know that in order for change to occur, it needs to start with dialogue. Our intent is to shift the paradigm of publishing, making it accessible to more authors, pushing forward digital products and encouraging the ‘Greening of Publishing,’ opening up a forum for an exchange of ideas.

Cheryl Lynne Rubbo