

UNIVERSITY PRESS OF COLORADO

2012–2013 ANNUAL REPORT



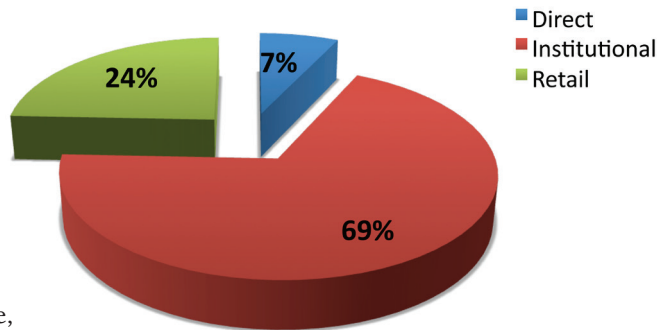
LETTER FROM THE DIRECTOR



The University Press of Colorado reached a milestone in 2012–2013, breaking the \$1,000,000 barrier in operating revenue. Although net book sales were just shy of the mark at \$987,000, subrights and permissions income for our backlist of titles in anthropology, composition, folklore, history, and natural history helped us reach this target. With the combined revenues from our University Press of Colorado and Utah State University Press imprints, we hope that this will be the first of many years of seven-figure sales.

Ebook sales continue to produce the best results in terms of top-line growth. Our ebook sales reached \$115,000, or 12%, of total book sales, an increase of \$42,000 compared with 2011–2012 and an increase of \$102,000 over 2010–2011. The bulk of our ebook sales were institutional sales to academic libraries through ProjectMUSE, Ebrary, and NetLibrary, with 24% going to retail channels—primarily Amazon—and another 7% sold direct to the consumer. Nevertheless, 88% of sales revenue was still derived from print, and 92% of the 45,000 net units sold were print books.

Ebook Sales by Channel



In 2012–2013, UPC produced thirty-nine new print titles and editions in the fields of anthropology, composition, folklore, history, and natural

history. Five Colorado and Utah State titles won awards this year, and we also published or distributed a number of important publications from member faculty and departments, including *Colorado: A History of the Centennial State, Fifth Edition* (Stephen J. Leonard, Metropolitan State University, and Thomas J. Noel, University of Colorado at Denver), *Early Hominin Paleoeology* (Matt Sponheimer, University of Colorado at Boulder), *Eccentricities of Geography* (co-published with Western Press Books at Western State Colorado University), *Family System* (distributed for Colorado State University), *Implementing the Endangered Species Act* (David Freeman, Colorado State University, paperback edition), *Lousy Sex: Creating Self in an Infectious World* (Gerald Callahan, Colorado State University), *Polity and Ecology in Formative Period Coastal Oaxaca* (Arthur Joyce, University of Colorado at Boulder), *Twenty-One Genres and How to Write Them* (Brock Dethier, Utah State University), *The Two Standards* (distributed for Colorado State University), and *Wildflowers of the Mountain West* (Richard M. Anderson, JayDee Gunnell, and Jerry L. Goodspeed, Utah State University).

—Darrin Pratt, Director

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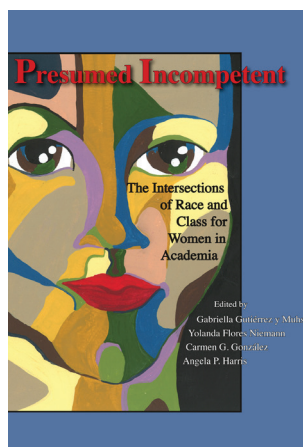
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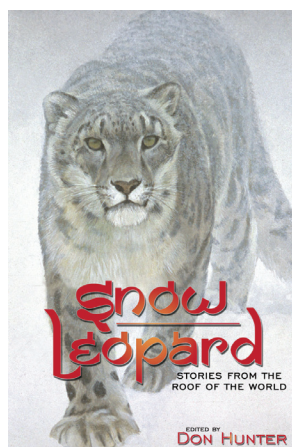
Mary Van Buren
Colorado State University

BEST SELLERS



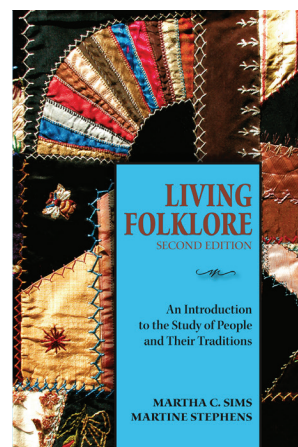
“Women in academia still face obstacles built up over centuries, but the contributors to *Presumed Incompetent* have taken a leap forward toward liberation. Their revelations will enrage you—and open minds and hearts.”

—Gloria Steinem



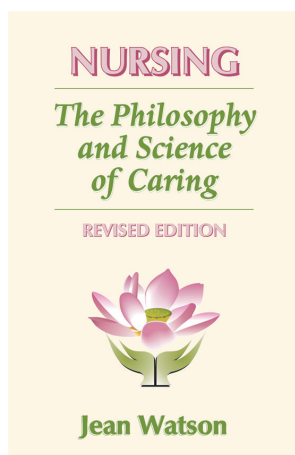
“Just recently, we once again traveled the high roads of snow leopard country, enjoying the beauty of Ladakh’s iconic monasteries and watching blue sheep graze steep mountainsides. We saw no snow leopards but sensed their presence, feeling lucky and thrilled to be under the distant gaze of this magnificent cat. May you experience a similar feeling as you read about the snow leopard in this remarkable collection.”

—Robert Bateman, from the foreword



“Students are going to love this book: the examples will stimulate their interest in other cultures, and the approaches to the study of folklore will open up new meanings in their own lives.”

—Patrick B. Mullen



“A positive, upbeat depiction of what nursing should be. The poetry and artwork not only add to the text but incorporate art with science, much as Watson called for in nursing education.”

—Nursing Science Quarterly

TOP TEN BEST SELLERS

Presumed Incompetent: The Intersections of Race and Class for Women in Academia • Gabriella Gutiérrez y Muhs, Yolanda Flores Niemann, Carmen G. González, and Angela P. Harris, editors

Rewriting: How to Do Things with Texts • Joseph Harris

Nursing: The Philosophy and Science of Caring, Revised Edition • Jean Watson

Living Folklore: An Introduction to the Study of People and Their Traditions, Second Edition • Martha C. Sims and Martine Stephens

Colorado: A History of the Centennial State, Fourth Edition • Carl Abbott, Stephen J. Leonard, and Thomas J. Noel

Snow Leopard: Stories from the Roof of the World • Don Hunter, editor

Wildflowers of the Mountain West • Richard M. Anderson, JayDee Gunnell, and Jerry L. Goodspeed

Colorado Women: A History • Gail M. Beaton

Manual of Grasses for North America • Mary E. Barkworth, Laurel K. Anderton, Kathleen M. Capels, Sandy Long, and Michael B. Piep, editors

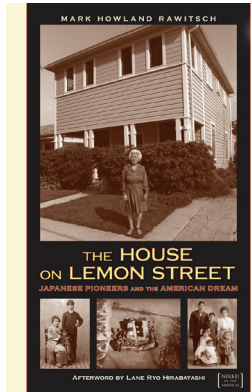
Sacred Darkness: A Global Perspective on the Ritual Use of Caves • Holly Moyes, editor



“An excellent book with which to begin research on Colorado women of any period . . . a good beginning in appreciating the important contributions of Colorado women.”

—Pat Pascoe, former Colorado state senator and author of *Helen Ring Robinson: Colorado Suffragist*

2012–2013 AWARD WINNERS



The House on Lemon Street: Japanese Pioneers and the American Dream • Mark Rawitsch

Winner of the Crader Family Book Prize in American Values

“*The House on Lemon Street* is an invaluable contribution to Asian American history, specifically for readers interested in the legal proceedings regarding the many racially motivated laws that were directed at specific Asian American ethnic groups

... Mark Howland Rawitsch does an admirable job of telling the story of a persistent Japanese American man's complex path towards the elusive American Dream. *The House on Lemon Street* is not just about what defines a house in the eyes of the public, but rather about what constitutes a home in the hearts and minds of each and every one of us.”

—Amerasia Journal

The Menial Art of Cooking: Archaeological Studies of Cooking and Food Preparation • Sarah R. Graff and Enrique Rodríguez-Alegria, editors; designed by Daniel Pratt

Silver Award, Academic/Non-Trade Book; 2013 PubWest Book Design Awards

“This collection of case studies will be useful to students and scholars in the fields of archaeology, history, and Native studies, among others, whose research interests intersect with the realm of food and culinary practices.”

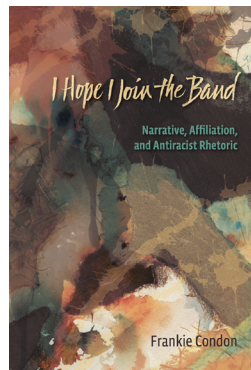
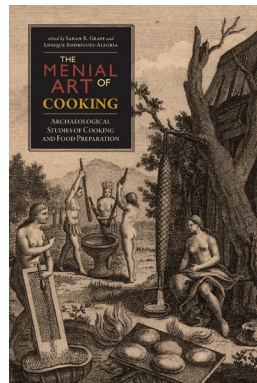
—Journal of Anthropological Research

I Hope I Join the Band: Narrative, Affiliation, and Antiracist Rhetoric • Frankie Condon

2013 Top Five “Must Reads,” Educators Award Committee of the Delta Kappa Gamma Society International

“Scholars of rhetorical theory and instructors invested in handling the subject of racism in the college composition classroom will find Condon's book theoretically and personally valuable. Condon's narrative is gripping and her reassurances to fellow instructors that it is better to tackle racism rather than to ignore it are persuasive.”

—Composition Studies

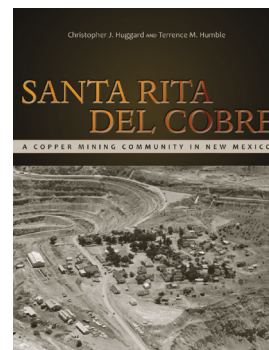
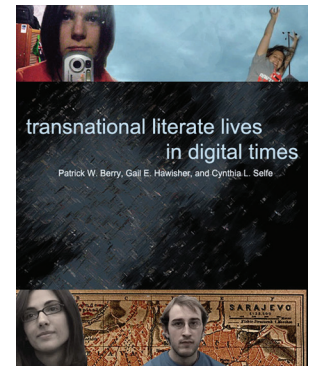


Transnational Literate Lives in Digital Times • Patrick W. Berry, Gail E. Hawisher, and Cynthia L. Selfe

Winner of the 2013 CCCC Research Impact Award

Winner of the 2013 CCCC Advancement of Knowledge Award

Documents how people outside and within the United States take up digital literacies and fold them into their daily lives.



Santa Rita del Cobre: A Copper Mining Community in New Mexico • Christopher J. Huggard and Terrence M. Humble

Winner of the Clark C. Spence Award, from the Mining History Association

“... Thorough, meticulously researched, well-balanced by subject matter, and artfully presented in a way that documents the complex linkages between geology, mining, labor, ethnicity, social life, management culture, and government policy at Santa Rita ... This study is a *tour-de-force* and destined to be a classic.”

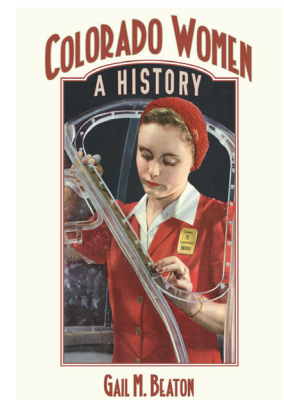
—Mining History Journal

Colorado Women: A History • Gail M. Beaton

2013 WILLA Literary Awards Finalist, from Women Writing the West

“A solid resource for surveying the women's history of Colorado.”

—Rebecca A. Hunt, Montana Magazine

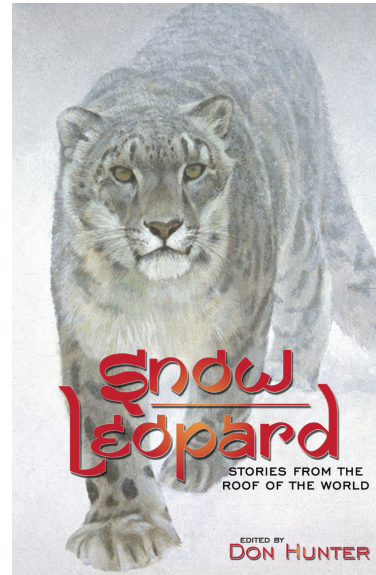
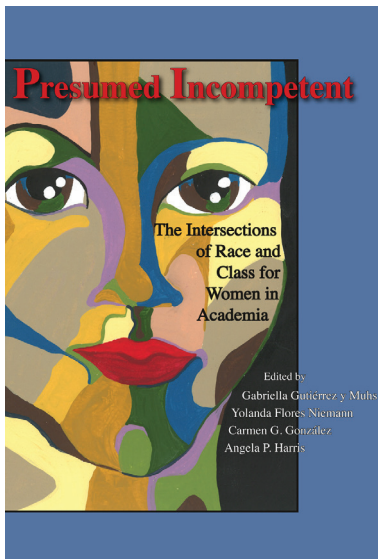


IN FOCUS

Our bestselling title in 2012–2013, *Presumed Incompetent: The Intersections of Race and Class for Women in Academia*, has garnered considerable praise from a wide range of sources, including the *Huffington Post*. *Huffington Post* had this to say:

Though *Presumed Incompetent* itself focuses on women of color, it is more generally about scholars of color—both men and women—who find themselves not only having to perform the rigorous work of making it in academia but, also, having to deal with the battle fatigue of challenging the bias that dogs their every action. It can be a tiring, thankless job being a person of color in academia—one feels like an island in a vast, uncharted ocean. This is borne out by the many discrimination law suits that are popping up at universities left and right, nowadays.

Presumed Incompetent is an historic work for one key reason: it voices discontents through the personal accounts of high profile scholars who have already made it, who have experienced the outrages of the academic mill . . . but are secure enough in their own careers to now be able to talk about some of the tribulations of being a person of color without appearing to whine. You can't say they're belly-achers or that they're working through a pile of sour grapes. They're intellectual superstars; go ahead: google them.



Another best seller this year was *Snow Leopard: Stories from the Roof of the World*. Edited by Don Hunter, science director for the Rocky Mountain Cat Conservancy, the book is unique in featuring the writing of well-known cat conservationists such as George B. Schaller and Helen Freeman as well as scientists and conservationists from China, India, and Pakistan. Also including a piece from Peter Matthiessen, author of *The Snow Leopard* and *In the Spirit of Crazy Horse*, the book is intended both to entertain and educate those with an interest in the fate of this most elusive of big cats.



DONATIONS

The University Press of Colorado is a 501(c)3 non-profit membership organization that relies on the ongoing support of its members as well as funds from other institutions, granting agencies, and individuals to fulfill our mandate as a scholarly publisher. We thank the following institutions and individuals for their generous contributions to our publishing program this year:

- **Utah State University**, \$5,000 in support of *Wildflowers of the Mountain West* by Richard M. Anderson, JayDee Gunnell, and Jerry L. Goodspeed
- **Asian American Studies Center at the University of California, Los Angeles**, \$4,000 in support of *The House on Lemon Street: Japanese Pioneers and the American Dream* by Mark Rawitsch
- **Naomi, Kathleen, Ken, and Paul Harada**, \$2,000 in support of *The House on Lemon Street: Japanese Pioneers and the American Dream* by Mark Rawitsch
- **Joel B. and Kimiko Klein, Rosalind K. Uno, Elizabeth A. Uno, and Wallace T. Kido**, \$2,000 in support of *The House on Lemon Street: Japanese Pioneers and the American Dream* by Mark Rawitsch
- **Charles Redd Center for Western Studies at Brigham Young University**, \$2,000 in support of *Passage to Wonderland: Rephotographing Joseph Stimson's Views of the Cody Road to Yellowstone National Park, 1903 and 2008* by Michael A. Amundson
- **University of Northern Arizona**, \$2,000 in support of *Passage to Wonderland: Rephotographing Joseph Stimson's Views of the Cody Road to Yellowstone National Park, 1903 and 2008* by Michael A. Amundson
- **Brigham Young University**, \$1,000 in support of *Warrior Ways: Explorations in Modern Military Folklore* edited by Eric A. Eliason and Tad Tuleja
- **Florida State University**, \$635 in support of *Parallel Worlds: Genre, Discourse, and Poetics in Contemporary, Colonial, and Classic Maya Literature* edited by Kerry M. Hull and Michael D. Carrasco

MEMBER INSTITUTIONS

Ongoing support for the publishing program at the University Press of Colorado is provided by the following sustaining members:

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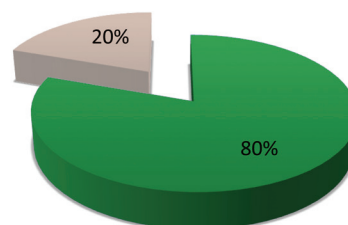
Utah State University

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2012-2013 Revenues



- Operating Revenue
- Contributed Revenue

UNIVERSITY PRESS OF COLORADO

FINANCIAL SUMMARY 2012–2013

Statement of Financial Position Year Ended June 30, 2013

Current Assets

Cash and Cash Equivalents	\$70,796
Accounts Receivable (Net)	199,743
Inventory at Cost	365,290
Prepaid Expenses	69,435
Distributor Receivable	63,832

Total \$769,096

Other Assets

Office Equipment (Net)	\$4,797
Intangible Assets (Net)	8,333
Editorial Expenses Advanced	7,719

Total \$20,849

Total Assets \$789,945

Liabilities

Accounts Payable	\$28,998
Accrued Vacation and Sick Pay	34,142
Royalties and Commissions Payable	97,430
Unearned Income	113,353
Sales Tax Payable	701

Total \$274,624

Long-Term Debt

Long-term Loan Payable	-0-
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Net Assets

Unrestricted	\$515,321
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Total Liabilities and Net Assets \$789,945

Statement of Activities Year Ended June 30, 2013

Operating Revenue

Book Division Net Sales	\$987,539
Other Publishing Income	14,877
Total	\$1,002,416

Cost of Sales

Cost of Books Sold	\$242,698
Title Subsidies	(18,635)
Inventory Write-Off	22,096
Royalties and Commissions	93,655
Total	\$339,814

Gross Operating Margin 662,602

Operating Expenses

Editorial Expense	\$251,141
Production Expense	68,648
Marketing Expense	121,901
Shipping Expense	147,262
General & Administrative Expense	294,722
Total	\$883,674

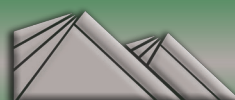
Operating Loss (\$221,072)

Contributed Revenue

Member Contributions	\$220,900
Donation, Interest, and Other Income	4,805
Total	\$225,705

Total Increase (decrease) in Net Assets \$4,633

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The University Press of Colorado is a cooperative publishing enterprise supported, in part, by Adams State University, Colorado State University, Fort Lewis College, Metropolitan State University of Denver, Regis University, University of Colorado, University of Northern Colorado, Utah State University, and Western State Colorado University.



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