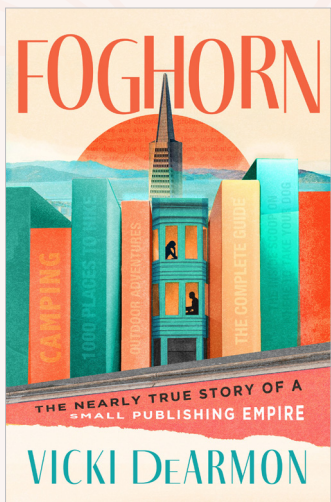


Foghorn:

The Nearly True Story of a Small Publishing Empire



Foghorn: The Nearly True Story of a Small Publishing Empire

BY VICKI DEARMON
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The heyday of small press publishing in San Francisco lives again!

This is the never-before-told story of a unique time in San Francisco as well as in book industry history, when Bay Area small presses—armed with arrogance and personal computers—took the publishing field. At Foghorn Press, Vicki Morgan was an ambitious woman publisher, young and brash, coming-of-age while quixotically building a book publishing company from scratch with her eccentric brother to help.

As part of their optimistic Morgan heritage, the siblings strive to grow Foghorn Press with no capital, 100-hour work weeks, cheap beer, irrepressible belly laughs, and no book publishing experience. They assemble a cast of preposterous authors and resistant staff while surviving a drunken ex-husband, a con artist, calculating distributors, a fleet of good ol' boys, terrible cash flow, and their own differing aspirations. Books are brought to market and miraculously sell from their offices in the Boiler Room. Foghorn is soon a resounding success with sales, media, acclaim. But in the end, there are costs, to relationships, to family, and maybe even to the truth.

ABOUT THE AUTHOR

Vicki DeArmon has been in the book industry for forty years as a respected publisher, bookseller, and innovator. She started Foghorn Press with a small advance on her credit card when she was twenty-five, growing it to a \$2 million enterprise before selling it fourteen years later. She also later served as the marketing and events director at Copperfield's Books and as consultant to California's independent bookstores. Her short stories and essays have won awards and appeared online and in print. Vicki is one of the founders of Sibylline Press and serves as its publisher. She lives in California.



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