

What We've Been Doing

Conventions: Lulu was out in force for A.P.E. III (Alternative Press Expo), Motor City Comic Con, Pro/Con, and WonderCon. At A.P.E., Mary Fleener, Mimi Cruz, Heidi MacDonald, and Sarah Byam participated on a panel called "What Is Female Friendly?" At Pro/Con in Oakland, the professionals-only convention, Lee Marrs, Trina Robbins, Mimi Cruz, Heidi MacDonald (again?!), Kathleen Webb, and Rory Root participated in a panel called "Comics for Women and Girls: Impossible Market or Untapped Riches?" which led to one of the liveliest debates of the gathering. Pro/Con organizer (and Lulu member) Mike Friedrich has collected the presentations made by the panelists; copies are available for interested parties.

At WonderCon, Lulu members spoke their mind in a Lulu Talk. And the panel titled "Breaking into Comics: The Women's Perspective" had Anina Bennett, Jackie Estrada, and Deni Loubert fielding questions about how to break into self-publishing. Finally, the NorCal chapter of FoL did a splendid job of putting together "Lulupalooza II," which was held at Rory Root's Comic Relief in Berkeley. Partygoers especially enjoyed seeing the cardboard cutout of Lulu herself in the front window!

Meanwhile, in Southern California, L.A. Lulu coordinated a table at the Los Angeles Public Library's Teen Comic Age Festival. See the local report on page 6 for details and pictures.

Public Relations: The FoL Retailer Survey results were cover-billed in the May issue of *Comics Retailer*. (See Cheryl Harris' report on the results elsewhere in this issue of the newsletter.) Also, FoL sent out a mailing regarding "Take Our Daughters to Work Day," suggesting ways that retailers could participate via open houses and so on. Distributors included the letter in their mailings, and the program garnered much positive response.

A "snapshot" survey is being prepared for this summer's conventions in order to collect up-to-date demographic info on what women are reading and buying. This survey will also tally male reading habits as a control group.

Committees: Lulu committees have also been hard at work, with the Web page about to become a reality (see the report on page 7) and the Mentoring Com-



Convention Coordinator Samantha Sackin shows off the new FoL banner at A.P.E. III in San Jose.

mittee meeting regularly to get this program rolling (also on page 7).

Vote: Finally, the ballots for this year's election for the Friends of Lulu Board of Directors should have reached your mailbox by now. Running this year: Anina Bennett, Laurel Carpenter, Jackie Estrada, Cheryl Harris, Heidi MacDonald, Eric Reynolds,

Liz Schiller, Martha Thomases, Elayne Wechsler-Chaput, and Kim Yale. If you are planning to attend the Annual Meeting in San Diego, you can bring your ballot to the Lulu booth in the Exhibit Hall or to the meeting. If not, be sure to put it in the mail to arrive in San Diego no later than July 1.

Convention Bound

This edition of *Lulu's Clubhouse* is probably reaching you just as the big summer's convention marathon begins. As a reminder, here's what Lulu has planned:

Heroes Aren't Hard to Find, Charlotte, NC, June 14-16: Stop by the booth and check out the new Lulu buttons!

Chicago Comicon, June 21-23: We're hard at work planning a follow-up to last year's "Lulu of a Party" bash, scheduled for Saturday night. Stop by the booth for details. Volunteers are still needed at the booth, and signing spots are still available. FoL is also co-sponsoring a Do Your Own Comics Zone, in conjunction with *Disney Adventures* magazine. This will be a fun event for kids, where they get to work with their favorite comics pros to create their own comics. Lulu-related programming at Chicago Comicon includes a chance for you to speak your mind at the Lulu Talk.

Comic-Con International and Comic Book Expo, San Diego, CA, July 2-7:

Lulu will be out in full force for both the Expo and the Con. Mimi Cruz has put together an

FoL-sponsored seminar titled "How to Get Girls" for the Expo. We're also planning a special reception for Marie Severin on the night of July 4, which will double as a fund-raiser. In addition, we'll be holding portfolio reviews, conducting a Lulu Talk, sponsoring a Do Your Own Comics Zone, and more. The Annual Meeting and election of the new board will be held on Sunday morning from 10:30 to 12:30. A particular focus will be the logistics of running FoL committees. Again, stop by the booth to get all the details.

If you are interested in doing a signing or working at the FoL booth at any of these shows, please contact Samantha Sackin at 213-489-8250 or via e-mail at sackins@fleishman.com. The further in advance you express interest, the more opportunity we'll have to promote the event.

