

The Trusted Advocate, Book Signing at the Los Angeles Times Festival of Books

John Mehrmann, author of 'The Trusted Advocate: Accelerate Success with Authenticity and Integrity', will join a prestigious group of local authors from The Greater Los Angeles Writer's Society, at the 13th Annual Los Angeles Times Festival of Books. Authors will have books available to autograph for attendees.

Orange County, CA ([PRWeb](#)) April 8, 2008 -- The 13th Annual Los Angeles Times Festival of Books presents a rare opportunity to meet several local authors, and obtain autographed copies of their works.

The 13th Annual Los Angeles Times Festival of Books is the country's largest celebration of the written word. For one weekend, people who love books will gather with people who love to write. 140,000 attendees will join over 450 authors, and more than 300 exhibitors. It takes more than 900 volunteers to support the event, with more than 100 author panels. Saturday April 26, from 10 a.m. to 6 p.m., and Sunday April 27, from 10 a.m. to 5 p.m., at the UCLA Main Campus. Admission is free, there is a fee for parking.

The Greater Los Angeles Writer's Society proudly presents a talented slate of authors in Booth 715. A different author will appear at the booth each hour, so be sure to check the schedule to collect limited autographed copies of featured novels.

John Mehrmann, author of *The Trusted Advocate: Accelerate Success with Authenticity and Integrity*, and contributor to *101 Great Ways to Improve Your life - Volume 3*, is a freelance writer, speaker, and Vice President of Business Development at ZSL Inc. *The Trusted Advocate: Accelerate Success with Authenticity and Integrity* applies modern management techniques and leadership skills to the sales. Each chapter is a self-contained topic that can be referenced independently, or as a step in a linear process. This presents a wide variety of concepts, with a central theme of developing individual talents, and building stronger relationships with clients through ethical business practices. The ultimate result of the process is a sense of greater satisfaction, self-fulfillment, and successful sales. *The Trusted Advocate: Accelerate Success with Authenticity and Integrity* is recipient of the coveted Publisher's Choice Award from iUniverse, for editorial integrity and outstanding design quality.

John Mehrmann, and his wife Tiffany Mehrmann, are residents of Orange County, California. Prior to joining ZSL Inc, John Mehrmann served as the Regional Sales Director for Data Exchange Corporation in Camarillo, California, and as Director of Service Operations for Toshiba America Information Systems, Inc in Irvine, California.

Tiffany Mehrmann is an International Previews Property Specialist at the prestigious Newport Beach Newport Center offices of Coldwell Banker Previews International. With her vast knowledge of the marketplace, Tiffany is able to provide top quality service to buyers and sellers in all price ranges. As a licensed Agent, Tiffany is widely respected throughout the community, and takes pride in offering the highest level of service available. Tiffany Mehrmann uses a wealth of knowledge from prior experience as a Mortgage and Loan Agent, Vice President of Business Development, and Director of Marketing.

Matthew J. Pallamary's first book, *The Small Dark Room Of The Soul*, is in its second printing, and has been mentioned in *The Year's Best Horror and Fantasy*. His historic novel of first contact between shamans and Jesuits in the 18th century South America, titled, *Land Without Evil*, has received rave reviews along with a San Diego Book Award for mainstream fiction. Pallamary received Man of the Year 2000 from San Diego Writers Monthly

Magazine, and he is presently under contract to write an original screenplay.

Joan A. Friedman, Ph.D is an identical twin who has over thirty years of experience as a psychotherapist specializing in the treatment of twin-related issues. Friedman's new novel, Emotionally Healthy Twins, is a comprehensive guide on how to raise twins who are self-realized and distinct individuals.

Tony N Todaro is an author, brand strategist and creative consultant. His novels include True Light, and Nexus of Swords, in the Lightriders Saga series, and the forthcoming What Comes Around.

John M. Weiskopf is an author and teacher. His first novel, The Ascendancy, was recently published by iUniverse, where it received excellent reviews and sold out at several Barnes & Noble retailers.

Sheila Finch is on the Board of Directors of the Science Fiction Writers of America, and teaches writing in her workshops. Obstacles associated with language would surely result from first contact with an intelligent alien, but not with the linguists in The Guild of Xenolinguists, published by Golden Gryphon Press.

Enilde Ginger Ingels-Van-Hook is the author of The Kingdom of Nuts and Bolts, a story about families living in Argentina in the 1930's.

Sandra Walter is author of The Creator State, a provocative novel about a group of Chicago actors who discover a unique state of consciousness.

Dr. Maxine Thompson is the owner of Maxine Thompson's Literary Services, and Black Butterfly Press. Dr. Thompson is author of The Ebony Tree, No Pockets in a Shroud, Short story collection, and A Place Called Home.

Leslie Ann Moore is a native of Los Angeles. Her first published work, Griffin's Daughter, is a novel of romantic fantasy.

Robin Reed's first novel, Xanthan Gumm, is the second book in a series scheduled to appear in late 2008.

Mike Robinson is the author of seven novels and two collections. His subjects often touch on philosophical and psychological issues with an undercurrent of the fantastic. Mike is a resident of Los Angeles.

Barbara Schnell's debut novel, First Year, follows a young Los Angeles actress, as she recklessly marries a visitor and follows him to South Dakota. Guaranteed to generate smiles, this break-out novel embraces stereotypes in a universally entertaining and engaging way.

Sponsors to the 13th Annual Los Angeles Times Festival of Books include Target Stores, Borders Books, Ticket Master, Time Warner Cable, Ghirardelli, Sprint, KRLA 870 AM, KOST 103.5FM, KJAZZ 88.1FM, KABC Talk Radio 790, 97.9 RAZA, KDLE Indie 103.1FM, KTLA5, Hoy, KPFK 90.7FM, KCRW 89.9FM, and SouthAfrica.Net

###

Contact Information**JOHN MEHRMANN**

Executive Blueprints Inc

<http://www.Trusted101.com>

949-290-5756

Patricia K-D

Greater Los Angeles Writer's Society

<http://www.glaws.org/FOB/index.html>

310-827-3018

Online Web 2.0 VersionYou can read the online version of this press release [here](#).**PRWebPodcast Available**[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)