

Talent Bank Publishing

Autumn 2019

BOOK SIGNING FOR "ZEN SLAPS" AT LUTHER COLLEGE, IOWA

A book that evolved from the unique partnership of 1969 graduates of Luther College, Iowa, will be at the center of a book signing in the school's bookstore Saturday, October 5.

Zen Slaps from a Cancer Warrior by the late photographer/writer James Hockings and will be signed on his behalf by the book's editor, Eric Hustvedt.

Hustvedt went on to publish the book on the Talent Bank imprint.

Subtitled ***A Pissant's Perspective***, it's an irreverent memoir of a passionate photographer/writer fighting cancer on his own terms, while living a love story. Hockings provides a witty and sometimes



profound companion for someone facing a life-threatening disease.

"ZEN SLAPS" DISPLAYED AT NATIONAL MEDICAL CONFERENCE

Zen Slaps was on display at the 2018 Canadian Annual Urological Excellence Conference held in



Halifax, Nova Scotia. Book editor and publisher Eric Hustvedt was on hand to discuss the book with physicians and nurses attending the conference.

The opportunity was arranged by Dr. Nicholas Power, who wrote the Foreword to the book and was co-chair of the scientific committee for the event. The conference

explored how a "medical environment with scarce resources can be tweaked in the coming years towards optimal patient care."

Dr. Power, Assistant Professor of Surgery, and Oncology at the University of Western Ontario, said the display was an opportunity to introduce the book to professionals on the front line of care.

WHERE TO BUY ZEN SLAPS

Talent Bank's first book title, ***Zen Slaps from a Cancer Warrior: A Pissant's Perspective*** is on sale at the Luther College bookstore, Decorah, Iowa, and LaHave River Books, LaHave, Nova Scotia, or from any bookstore in North

America by its title and ISBN number: 978-0-9952193-0-4.

The eBook version (ISBN 978-0-9952193-1-1) is available from online retailers such as Kobo, Amazon.com and Amazon.ca

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SAMPLE RESPONSES TO ZEN SLAPS from a CANCER WARRIOR

"A Brilliantly Shared Story"

(from an Amazon.com customer review, 2018)

I was very touched by this incredible love story written by a man struggling with terminal cancer. He faced this challenge with courage, persistence and resourcefulness. He did an enormous research on the disease, kept looking for new trials

and treatment options. He never gave up. His devoted wife kept encouraging him to continue fighting the disease and to share his story with the world. And he did despite the physical and emotional pain. I was particularly deeply moved by Jim's abstract called "On the Ability to Love" which I found very philosophical.

It is a very touching story which I would highly recommend to everyone.

"A compelling read!"

(from an Amazon.ca customer review, 2017)

This is an incredibly honest, insightful and poignant look into two subjects that, at some point in life, will touch everyone in some fashion. Whether it's seen as a quirky, unique love story set in a world of cancer diagnosis/treatment or a quirky, unique journey through cancer set inside a very special love story - well, that's up to each reader to decide.

It switched seamlessly back and forth between the two for me. Be prepared and put on a pot of coffee or tea though because once you start reading, it's very hard to put down.

THE FIRST DAY



Zen Slaps first saw the light of day in the author's 'local' in the suburban London, Ontario, community of Ilderton, September, 2017.

Editor and publisher Eric Hustvedt read excerpts from the book and the first 28 copies were sold.



Friends and family toasted James Hockings with his favourite beer. Among those present were Jim's widow, Karen Pinney, and his doctor, Nicholas Power.

MORE TO THE STORY

James Hockings' widow Karen Pinney, who supervised the editing of **Zen Slaps**, has written her own account of their relationship and the challenges they both faced during Jim's 'tussle' with cancer.

A percentage of sales from the launch were donated in support of cancer research to the London Health Sciences Foundation, which helped promote the event.



Karen Pinney with Eric Hustvedt

Golden Days and Velvet Nights,

the book will be published by Page Publishing, fall 2019.



Dr. Nick Power, who wrote the Foreword for **Zen Slaps**, signs copies of the book at Indigo North in London, Ontario, in 2017.

Nan Taylor was on hand to represent Talent Bank Publishing.