



P.O. Box 25291 • Chicago, IL 60625 • Phone: 312/226-8400 • Fax: 312/226-8420
lcp@lakeclaremont.com • www.lakeclaremont.com

Lake Claremont Press and publisher Sharon Woodhouse *Publishing Chicago*

Media Attention

"Lake Claremont Press has . . . everything do to with Chicago. In its offices on North Rockwell Street, you can clearly hear the L's roar and clatter. Over the last 10 years, this small publishing house has turned out nearly 30 titles, all of them focusing on the city . . . The company's philosophy is this: 'Preserving the past. Exploring the present. Ensuring a future sense of place for our corner of the globe.' . . . Arnie Bernstein has had three fine books published by Lake Claremont. . . . 'Sharon genuinely loves this city,' he says. 'She's given me great opportunities to explore my own passions for Chicago history. There aren't enough good words in the dictionary to praise what she's accomplished.'"

—Rick Kogan, *Chicago Tribune Sunday Magazine*, Sidewalks, "Local literature," June 6, 2004.

"From a storefront office near the Rockwell el station, Sharon Woodhouse runs what may be the friendliest little publishing house in Chicago. . . . [She] looks out onto a street in the city she loves and whose history and stories are chronicled in the books she publishes. . . . **Woodhouse has created a publishing company that, while approachable and easygoing, is also serious about putting out well-written quality books.** . . . 'Don't let their size fool you,' says Chris Lynch, author of *Chicago's Midway Airport: The First Seventy-Five Years* . . . **'She really knows her business,** especially with marketing. Her books are everywhere, and that has taken real diligence.' Lynch . . . had several publishers interested in his book but went with Lake Claremont after becoming familiar with its track record. . . 'it's been a real joy to work with her,' he says."

—Kevin Davis, *City Talk*, "Small press success: publisher Sharon Woodhouse has turned a small business into a significant player in Chicago's book world," July 5–18, 2002.

"...[A]fter 11 years of putting out a small but steady number of Chicago-themed titles, Lake Claremont Press has grown to the point that it finally has published its first book catalog . . . its book list has 21 titles that almost never go out of print, and six more are planned for this year. . . . 'Lake Claremont has a niche,' said Lisa Holton, a free-lance writer and former *Sun-Times* business editor who is publishing a historical book with the company this fall on Chicago business and social clubs. 'No one else is doing precisely what they are doing in this town.' . . . 'Sharon's one to gamble on first-time authors where other [publishing] houses aren't,' Lindberg said, adding that she knows how to make the books successful. '[Lake Claremont has] one of the most aggressive marketing campaigns I have ever seen from a local publisher. They put their books everywhere.' . . . 'I think she has made a difference in Chicago publishing,' said Chicago author Arnie Bernstein, who has written three books for Woodhouse. 'Interesting stories that haven't been told before are getting told because of Lake Claremont.' "

—Thomas Frisbie, *Chicago Sun-Times*, "Publisher tells Chicago's unknown stories," February 13, 2006.

"Want a lesson in Chicago culture and history? Stop by this independent niche publishing house filled with books about everything Chicago. Since opening its doors in 1994, Lake Claremont Press has published 24 titles . . . Spend hours . . . [with] books replete with little-known facts about Chicago."

—*Red Streak*, Centerstage, "Virtual L: Next stop: Rockwell (Brown)," September 2, 2004.

“With the sagging economy breathing down everyone’s neck, the last few years haven’t been especially prosperous for those in the business of putting out books. One assumes the indie presses would absorb the biggest hit, but that’s where Sharon Woodhouse and Lake Claremont Press would prove you wrong. Thanks in large part to *Chicago’s Midway Airport: The First Seventy-Five Years* and *A Cook’s Guide to Chicago*, **Lake Claremont continued swimming while others sank**. And with eight books slated for release in the next three months, Woodhouse and Co. won’t be needing life preservers anytime soon.”

—*New City*, Lit 50 Issue, “Who really books in Chicago: #50, Sharon Woodhouse,” June 5, 2003.

“In 1993, Sharon Woodhouse was trying to figure out a way to make money for grad school, and decided that founding a publishing company would be the way to do it. The result was Lake Claremont Press, the independent publishing company that covers all that is Chicago, specializing in publications about the city and its history.”

—*New City*, Lit 50 Issue, “Who really books in Chicago: #47, Sharon Woodhouse,” June 7, 2007

“Those making it in the Chicago area have done so by finding a niche that the rapidly consolidating publishing industry and the brutal economy can’t squash. For Ms. Woodhouse’s Lake Claremont Press, it’s a focus on local guidebooks, ranging from horror stories and graveyards to suburban hotspots.”

—Lisa Holton, *Crain’s Chicago Business*, “Going by the book: Publishers flourishing in niche markets,” March 11, 2002.

“Self-taught, [Sharon Woodhouse] **fought her way into a business that has confounded countless others** in the Chicago market. She publishes books, mostly about Chicago, and has been successfully doing that for 10 years. Her Lake Claremont Press has been churning out titles related to Chicago history and institutions. . . . Learning about Chicago is a full time job. . . . Having Sharon and her Lake Claremont Press providing more information about our town not only **adds to the treasures of the City** but makes the place a little better and certainly easier to understand.”

—Ed Lowe, *Inside*, “Sharon Woodhouse publishes Chicagiana,” January 12–18, 2005.

“Whether you live here or not, there’s no arguing that Chicago is a fascinating place. From its ghosts to gangsters, catastrophic fires to world-changing fairs, there is much to learn from the city’s past and present. **A local publisher recognizes Chicago’s appeal, which explains its 100% focus on nonfiction books about the Windy City**. Lake Claremont Press, located on Rockwell Street beside the Brown Line station, is a small publisher that specializes in regional histories and guidebooks by locals for the Chicago area that are sold in bookshops nationwide. The press has been a fixture in Lincoln Square since it opened in 1994. . . . Ten years after founding Lake Claremont Press and more than 30 titles later, Sharon [Woodhouse] understands just how wide an appeal books about Chicago have. . . . Publishing a book at a small press like Lake Claremont is a slow and careful process. Would-be authors submit more than 500 book pitches a year, which Sharon and her assistant publisher Karen Formanski filter through looking for nonfiction that celebrates Chicago’s history, culture, geography, and spirit. . . . **Lake Claremont’s reputation has come from a policy of providing authors customized, individualized attention throughout the production process.**”

—Lincoln Square Chamber of Commerce, Business of the Month, www.lincolnsquare.org, March 2005.

“Sharon Woodhouse is proud to be a Chicagoan. . . . And while she’s certainly not alone, Woodhouse has taken that pride and loyalty a step further. She has cast away ambitions in the larger world and focused her life, her knowledge, her work toward promoting the city she loves. Woodhouse is the owner of Lake Claremont Press, publishers of books about Chicago, its neighborhoods, its great and infamous moments, and even about its skeletons.”

—John Spizziri, *UIC Alumni Magazine*, “Keeping the city in print,” July/August 2001.

“Many newer businesses are tempted early on to expand beyond their local niche. Sharon Woodhouse, owner and publisher at Lake Claremont Press in Chicago, says resisting that urge has allowed her tiny firm to survive during the current downturn in book sales. Ms. Woodhouse, 33, founded Lake Claremont in 1994 after writing and self-publishing *A Native’s Guide to Chicago*. The book provides an off-beat, nontouristy look at the city she grew up in. A childhood friend, Ursula Bielski, approached Ms. Woodhouse with another local book idea that became *Chicago Haunts: Ghostlore of the Windy City*. The ghost volume went on to sell 50,000 copies, Lake Claremont’s best seller, and enjoys strong sales every Halloween. With it, **Ms. Woodhouse’s business model was born: local topics not already covered by publishers with more expertise.** So, Lake Claremont Press leaves Chicago’s rich architectural heritage to publishers that specialize in that field. But the little firm has turned out volumes, all paperback, on Chicago fires, the Chicago River, local graveyards, movies made in Chicago and, later this year, it plans to publish a volume on Midway Airport’s 75-year history.”

—Jeff Bailey, *The Wall Street Journal*, Enterprise, “Tapping Local Markets Can Pay Off,” May 14, 2002.

“The go-to publisher for books on all things Chicago.”

—Hayley Graham, *Chicago Journal*, “Books by and for Chicgoans,” November 15, 2007

“Chicagoans who love a good scare owe big to a small publishing house in Lincoln Square.”

—Sara Burrows, Lerner newspapers, “Local publisher taps into city spirits,” October 27, 1999.

Also in Print

- *Booktech Magazine*, March/April 2005, Sharon Woodhouse quoted in “Project Management for the Bottom Line.”
- *Chicago Tribune*, April 11, 2001, Lake Claremont Press mentioned as one of only a handful of independent publishing houses in the Chicago area in “Book publishers to the rescue.”
- *Chicago Reader*, November 16, 2001, Lake Claremont Press mentioned in Academy Chicago Publishers’ letter to the editor (“Plenty of Presses”) in a list of well-regarded local houses.
- *Midwest Book Review*, 2001, “Why I Love Selling on Amazon.com,” by Sharon Woodhouse.
- *Writer’s Digest*, 2001, Sharon Woodhouse quoted in “The Effects of Anthrax on Writers.”
- *Writer’s Market*, 2006, “Good and Bad Query Letters,” by Sharon Woodhouse.

On the Air

- WTTW—Channel 11, PBS Chicago, “Chicago Tonight” interviews with Phil Ponce, November 2005; February 16, 2006.
- WGN—720 AM, Chicago, “The Sunday Papers” with Rick Kogan, April 15, 2001; December 9, 2001; August 4, 2002; May 23, 2004; and January 23, 2005.
- WCEV—1450 AM, Chicago, “Mosaic” with Lucyna Migala, March 2006.
- WJGG—1530 AM, Chicago, “Dave & Chris,” July 2007

Book Awards and Nominations

A Cook's Guide to Chicago, 2nd Edition, by Marilyn Pocius

- Midwest Independent Publishers Association (MIPA) Book Award, 2nd Place, Midwest Regional Interest, 2006.
- Midwest Independent Publishers Association (MIPA) Book Award, 3rd Place, Hobby/How To, 2006.

The Politics of Place: A History of Zoning in Chicago, by Dana Caspall and Joseph Schwieterman

- Midwest Independent Publishers Association (MIPA) Book Award, 1st Place, Midwest Regional Interest, 2006.

A Field Guide to Gay and Lesbian Chicago, by Kathie Bergquist and Robert McDonald

- Winner of the Midwest Independent Publishers Association (MIPA) Book Award, 3rd Place, Culture, 2006.

The Chicago River: A Natural and Unnatural History, by Libby Hill

- American Regional History Publishing Award, 1st Place, Midwest Region, 2001.
- Midwest Independent Publishers Association (MIPA) Book Award, 2nd Place, History, 2000.
- Abel Wolman Award for best new book in public works history, one of 10 "outstanding nominations," 2000.

The Streets & San Man's Guide to Chicago Eats, by Dennis Foley

- Midwest Independent Publishers Association (MIPA) Book Award, 1st Place, Humor, 2004.
- Midwest Independent Publishers Association (MIPA) Book Award, 2nd Place, Regional, 2004.

Finding Your Chicago Ancestors: A Beginner's Guide to History in the City and Cook County, by Grace DuMelle

- Midwest Independent Publishers Association (MIPA) Book Award, 1st Place, Hobby/How-to, 2005.
- Illinois Woman's Press Association Book Award, 1st Place, Instructional Nonfiction, 2005.
- National Federation of Press Women, 3rd Place, Instructional Nonfiction, 2005.

Hollywood on Lake Michigan: 100 Years of Chicago and the Movies, by Arnie Bernstein

- American Regional History Publishing Award, 1st Place, Midwest Region, 2000.

Near West Side Stories: Struggles for Community in Chicago's Maxwell Street Neighborhood, by Carolyn Eastwood

- Midwest Independent Publishers Association (MIPA) Book Award, 2nd Place, Regional, 2002.

Chicago Haunts: Ghostlore of the Windy City, by Ursula Bielski

- Izzy Award, best mystery book by Chicago-area author, Nomination, 1997.