2012–2013
ANNUAL REPORT
The University Press of Colorado reached a milestone in 2012–2013, breaking the $1,000,000 barrier in operating revenue. Although net book sales were just shy of the mark at $987,000, subrights and permissions income for our backlist of titles in anthropology, composition, folklore, history, and natural history helped us reach this target. With the combined revenues from our University Press of Colorado and Utah State University Press imprints, we hope that this will be the first of many years of seven-figure sales.

Ebook sales continue to produce the best results in terms of top-line growth. Our ebook sales reached $115,000, or 12%, of total book sales, an increase of $42,000 compared with 2011–2012 and an increase of $102,000 over 2010–2011. The bulk of our ebook sales were institutional sales to academic libraries through ProjectMUSE, Ebrary, and NetLibrary, with 24% going to retail channels—primarily Amazon—and another 7% sold direct to the consumer. Nevertheless, 88% of sales revenue was still derived from print, and 92% of the 45,000 net units sold were print books.

In 2012–2013, UPC produced thirty-nine new print titles and editions in the fields of anthropology, composition, folklore, history, and natural history. Five Colorado and Utah State titles won awards this year, and we also published or distributed a number of important publications from member faculty and departments, including *Colorado: A History of the Centennial State, Fifth Edition* (Stephen J. Leonard, Metropolitan State University, and Thomas J. Noel, University of Colorado at Denver), *Early Hominin Paleoecology* (Matt Sponheimer, University of Colorado at Boulder), *Eccentricities of Geography* (co-published with Western Press Books at Western State Colorado University), *Family System* (distributed for Colorado State University), *Implementing the Endangered Species Act* (David Freeman, Colorado State University, paperback edition), *Lousy Sex: Creating Self in an Infectious World* (Gerald Callahan, Colorado State University), *Political Ecology in Formative Period Coastal Oaxaca* (Arthur Joyce, University of Colorado at Boulder), *Twenty-One Genres and How to Write Them* (Brock Dethier, Utah State University), *The Two Standards* (distributed for Colorado State University), and *Wildflowers of the Mountain West* (Richard M. Anderson, JayDee Gunnell, and Jerry L. Goodspeed, Utah State University).

—Darrin Pratt, Director

**UPC BOARD OF TRUSTEES**

**Kathleen Bollard**
University of Colorado System

**Katherine E. Browne**
Colorado State University

**James F. Burkhart**
University of Colorado at Colorado Springs

**Richard Clement**
Utah State University

**Bradford Cole**
Utah State University

**Edward R. Crowther**
Adams State University

**Roger A. Drake**
Western State Colorado University

**Tom Gorell**
Colorado State University

**Stephen J. Leonard**
Metropolitan State University

**Pete McCormick**
Fort Lewis College

**Thomas J. Noel**
University of Colorado at Denver

**Jared Orsi**
Colorado State University

**Thomas Reynolds**
Regis University

**Payson Sheets**
University of Colorado at Boulder

**Jeannie Thomas**
Utah State University

**Jay Trask**
University of Northern Colorado

**Mary Van Buren**
Colorado State University
Women in academia still face obstacles built up over centuries, but the contributors to Presumed Incompetent have taken a leap forward toward liberation. Their revelations will enrage you—and open minds and hearts.”

—Gloria Steinem

“Just recently, we once again traveled the high roads of snow leopard country, enjoying the beauty of Ladakh’s iconic monasteries and watching blue sheep graze steep mountainsides. We saw no snow leopards but sensed their presence, feeling lucky and thrilled to be under the distant gaze of this magnificent cat. May you experience a similar feeling as you read about the snow leopard in this remarkable collection.”

—Robert Bateman, from the foreword

“Students are going to love this book; the examples will stimulate their interest in other cultures, and the approaches to the study of folklore will open up new meanings in their own lives.”

—Patrick B. Mullen

“A positive, upbeat depiction of what nursing should be. The poetry and artwork not only add to the text but incorporate art with science, much as Watson called for in nursing education.”

—Nursing Science Quarterly

“An excellent book with which to begin research on Colorado women of any period... a good beginning in appreciating the important contributions of Colorado women.”

—Pat Pascoe, former Colorado state senator and author of Helen Ring Robinson: Colorado Senator and Suffragist

TOP TEN BEST SELLERS

Presumed Incompetent: The Intersections of Race and Class for Women in Academia
Gabriella Gutiérrez y Muhs, Yolanda Flores Niemann, Carmen G. González, and Angela P. Harris, editors

Rewriting: How to Do Things with Texts
Joseph Harris

Nursing: The Philosophy and Science of Caring, Revised Edition
Jean Watson

Living Folklore: An Introduction to the Study of People and Their Traditions, Second Edition
Martha C. Sims and Martine Stephens

Carl Abbott, Stephen J. Leonard, and Thomas J. Noel

Snow Leopard: Stories from the Roof of the World
Don Hunter, editor

Wildflowers of the Mountain West
Richard M. Anderson, JayDee Gunnell, and Jerry L. Goodspeed

Colorado Women: A History
Gail M. Beaton

Manual of Grasses for North America
Mary E. Barkworth, Laurel K. Anderton, Kathleen M. Capels, Sandy Long, and Michael B. Piep, editors

Sacred Darkness: A Global Perspective on the Ritual Use of Caves
Holly Moyes, editor
2012–2013 AWARD WINNERS

The House on Lemon Street: Japanese Pioneers and the American Dream - Mark Rawitsch
Winner of the Crader Family Book Prize in American Values

“The House on Lemon Street is an invaluable contribution to Asian American history, specifically for readers interested in the legal proceedings regarding the many racially motivated laws that were directed at specific Asian American ethnic groups that were directed at specific Asian American ethnic groups

—Amerasia Journal

The Menial Art of Cooking: Archaeological Studies of Cooking and Food Preparation - Sarah R. Graff and Enrique Rodriguez-Agrela, editors; designed by Daniel Pratt
Silver Award, Academic/Non-Trade Book; 2013 PubWest Book Design Awards

“This collection of case studies will be useful to students and scholars in the fields of archaeology, history, and Native studies, among others, whose research interests intersect with the realm of food and culinary practices.”

—Journal of Anthropological Research

I Hope I Join the Band: Narrative, Affiliation, and Antiracist Rhetoric - Frankie Condon
2013 Top Five “Must Reads,” Educators Award Committee of the Delta Kappa Gamma Society International

“Scholars of rhetorical theory and instructors invested in handling the subject of racism in the college composition classroom will find Condon’s book theoretically and personally valuable. Condon’s narrative is gripping and her reassurances to fellow instructors that it is better to tackle racism rather than to ignore it are persuasive.”

—Composition Studies

Transnational Literate Lives in Digital Times - Patrick W. Berry, Gail E. Hawisher, and Cynthia L. Selfe
Winner of the 2013 CCCC Research Impact Award
Winner of the 2013 CCCC Advancement of Knowledge Award

Documents how people outside and within the United States take up digital literacies and fold them into their daily lives.

—Amerasia Journal

Santa Rita del Cobre: A Copper Mining Community in New Mexico - Christopher J. Huggard and Terrence M. Humble
Winner of the Clark C. Spence Award, from the Mining History Association

“. . . Thorough, meticulously researched, well-balanced by subject matter, and artfully presented in a way that documents the complex linkages between geology, mining, labor, ethnicity, social life, management culture, and government policy at Santa Rita. . . This study is a tour-de-force and destined to be a classic.”

—Mining History Journal

Colorado Women: A History - Gail M. Beaton
2013 WILLA Literary Awards Finalist, from Women Writing the West

“A solid resource for surveying the women’s history of Colorado.”

—Rebecca A. Hunt, Montana Magazine
Our bestselling title in 2012–2013, *Presumed Incompetent: The Intersections of Race and Class for Women in Academia*, has garnered considerable praise from a wide range of sources, including the Huffington Post. *Huffington Post* had this to say:

Though *Presumed Incompetent* itself focuses on women of color, it is more generally about scholars of color—both men and women—who find themselves not only having to perform the rigorous work of making it in academia but, also, having to deal with the battle fatigue of challenging the bias that dogs their every action. It can be a tiring, thankless job being a person of color in academia—one feels like an island in a vast, uncharted ocean. This is borne out by the many discrimination law suits that are popping up at universities left and right, nowadays.

*Presumed Incompetent* is an historic work for one key reason: it voices discontents through the personal accounts of high profile scholars who have already made it, who have experienced the outrages of the academic mill . . . but are secure enough in their own careers to now be able to talk about some of the tribulations of being a person of color without appearing to whine. You can’t say they’re belly-achers or that they’re working through a pile of sour grapes. They’re intellectual superstars; go ahead: google them.

Another best seller this year was *Snow Leopard: Stories from the Roof of the World*. Edited by Don Hunter, science director for the Rocky Mountain Cat Conservancy, the book is unique in featuring the writing of well-known cat conservationists such as George B. Schaller and Helen Freeman as well as scientists and conservationists from China, India, and Pakistan. Also including a piece from Peter Matthiessen, author of *The Snow Leopard* and *In the Spirit of Crazy Horse*, the book is intended both to entertain and educate those with an interest in the fate of this most elusive of big cats.
**DONATIONS**

The University Press of Colorado is a 501(c)3 non-profit membership organization that relies on the ongoing support of its members as well as funds from other institutions, granting agencies, and individuals to fulfill our mandate as a scholarly publisher. We thank the following institutions and individuals for their generous contributions to our publishing program this year:

- **Utah State University**, $5,000 in support of *Wildflowers of the Mountain West* by Richard M. Anderson, JayDee Gunnell, and Jerry L. Goodspeed
- **Asian American Studies Center at the University of California, Los Angeles**, $4,000 in support of *The House on Lemon Street: Japanese Pioneers and the American Dream* by Mark Rawitsch
- **Naomi, Kathleen, Ken, and Paul Harada**, $2,000 in support of *The House on Lemon Street: Japanese Pioneers and the American Dream* by Mark Rawitsch
- **Joel B. and Kimiko Klein, Rosalind K. Uno, Elizabeth A. Uno, and Wallace T. Kido**, $2,000 in support of *The House on Lemon Street: Japanese Pioneers and the American Dream* by Mark Rawitsch
- **Charles Redd Center for Western Studies at Brigham Young University**, $2,000 in support of *Passage to Wonderland: Rephotographing Joseph Stimson’s Views of the Cody Road to Yellowstone National Park, 1903 and 2008* by Michael A. Amundson
- **University of Northern Arizona**, $2,000 in support of *Passage to Wonderland: Rephotographing Joseph Stimson’s Views of the Cody Road to Yellowstone National Park, 1903 and 2008* by Michael A. Amundson
- **Brigham Young University**, $1,000 in support of *Warrior Ways: Explorations in Modern Military Folklore* edited by Eric A. Eliason and Tad Tuleja
- **Florida State University**, $635 in support of *Parallel Worlds: Genre, Discourse, and Poetics in Contemporary, Colonial, and Classic Maya Literature* edited by Kerry M. Hull and Michael D. Carrasco

**MEMBER INSTITUTIONS**

Ongoing support for the publishing program at the University Press of Colorado is provided by the following sustaining members:

- **Adams State University**  
  www.adams.edu
- **Colorado State University**  
  www.colostate.edu  
  www.colostate-pueblo.edu
- **Fort Lewis College**  
  www.fortlewis.edu
- **Metropolitan State University of Denver**  
  www.mscd.edu
- **Regis University**  
  www.regis.edu
- **University of Colorado**  
  www.colorado.edu  
  www.uccs.edu  
  www.ucdenver.edu
- **University of Northern Colorado**  
  www.unco.edu
- **Utah State University**  
  www.usu.edu
- **Western State Colorado University**  
  www.western.edu

---

**2012–2013 Revenues**

- Operating Revenue
- Contributed Revenue
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$70,796</td>
</tr>
<tr>
<td>Accounts Receivable (Net)</td>
<td>199,743</td>
</tr>
<tr>
<td>Inventory at Cost</td>
<td>365,290</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>69,435</td>
</tr>
<tr>
<td>Distributor Receivable</td>
<td>63,832</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$769,096</td>
</tr>
<tr>
<td><strong>Other Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Office Equipment (Net)</td>
<td>$4,797</td>
</tr>
<tr>
<td>Intangible Assets (Net)</td>
<td>8,333</td>
</tr>
<tr>
<td>Editorial Expenses Advanced</td>
<td>7,719</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$20,849</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$789,945</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$28,998</td>
</tr>
<tr>
<td>Accrued Vacation and Sick Pay</td>
<td>34,142</td>
</tr>
<tr>
<td>Royalties and Commissions Payable</td>
<td>97,430</td>
</tr>
<tr>
<td>Unearned Income</td>
<td>113,353</td>
</tr>
<tr>
<td>Sales Tax Payable</td>
<td>701</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$274,624</td>
</tr>
<tr>
<td><strong>Long-Term Debt</strong></td>
<td></td>
</tr>
<tr>
<td>Long-term Loan Payable</td>
<td>-0-</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>$515,321</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$789,945</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statement of Activities</th>
<th>Year Ended June 30, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Revenue</strong></td>
<td></td>
</tr>
<tr>
<td>Book Division Net Sales</td>
<td>$987,539</td>
</tr>
<tr>
<td>Other Publishing Income</td>
<td>14,877</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,002,416</td>
</tr>
<tr>
<td><strong>Cost of Sales</strong></td>
<td></td>
</tr>
<tr>
<td>Cost of Books Sold</td>
<td>$242,698</td>
</tr>
<tr>
<td>Title Subsidies</td>
<td>(18,635)</td>
</tr>
<tr>
<td>Inventory Write-Off</td>
<td>22,096</td>
</tr>
<tr>
<td>Royalties and Commissions</td>
<td>93,655</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$339,814</td>
</tr>
<tr>
<td><strong>Gross Operating Margin</strong></td>
<td>662,602</td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Editorial Expense</td>
<td>$251,141</td>
</tr>
<tr>
<td>Production Expense</td>
<td>68,648</td>
</tr>
<tr>
<td>Marketing Expense</td>
<td>121,901</td>
</tr>
<tr>
<td>Shipping Expense</td>
<td>147,262</td>
</tr>
<tr>
<td>General &amp; Administrative Expense</td>
<td>294,722</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$883,674</td>
</tr>
<tr>
<td><strong>Operating Loss</strong></td>
<td>($221,072)</td>
</tr>
<tr>
<td><strong>Contributed Revenue</strong></td>
<td></td>
</tr>
<tr>
<td>Member Contributions</td>
<td>$220,900</td>
</tr>
<tr>
<td>Donation, Interest, and Other Income</td>
<td>4,805</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$225,705</td>
</tr>
<tr>
<td><strong>Total Increase (decrease) in Net Assets</strong></td>
<td>$4,633</td>
</tr>
</tbody>
</table>
ABOUT THE UNIVERSITY PRESS OF COLORADO

The University Press of Colorado is a cooperative publishing enterprise supported, in part, by Adams State University, Colorado State University, Fort Lewis College, Metropolitan State University of Denver, Regis University, University of Colorado, University of Northern Colorado, Utah State University, and Western State Colorado University.

The University Press of Colorado is a proud member of the Association of American University Presses.