



SWEET TATER PIE PUBLISHING

Official Press Kit
for

Light
Bread

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Light Bread

Endorsements/Blurbs

"*Light Bread*, a first novel by Cordell Adams, weaves a lovely story around the tumultuous 1960s in his creation of Veola Cook—a brave, Black earth mother of wisdom, warmth and wit. But Veola has the strength of goodness and godliness to offer love and comfort to those in need, regardless of the danger she faces, regardless of the unrest in America...and regardless of the color of the many who depend on her."

- **Billie Letts, author of *Where the Heart Is* (an Oprah Book Club selection), and *MADE IN THE USA***

"We all know her. That go-to person for all our troubles. And in his debut novel, *Light Bread*, Cordell Adams gives readers that person in the form of Veola Cook, who just about everyone in Parkerville, Texas, comes to count on when they need a little homespun wisdom and propping up. Adams has created a warm, caring, colorful and insightful character who will be a delight for readers. A woman with the wisdom to avoid trouble and the insight to handle it, if it rears its ugly head."

- **Robert Greer, author of seven novels in the CJ Floyd mystery series (the latest two, *The Mongoose Deception* and *Blackbird, Farewell*), two medical thrillers, and a short story collection**

"A good book happens when a good story is told or when a story is told well. Cordell Adams' *Light Bread* does both. I went back to my own childhood and opened the door to characters who were coming in anyway. The breath and wisdom of *Light Bread* leaves you wanting more."

- **Bertice Berry, author of *Redemption Song*, *When Love Calls, You Better Answer*, and *The Ties that Bind, A Memoir of Race Memory and Redemption***

"Cordell Adams' wonderful debut novel, *Light Bread*, took me back to my youth in East Texas. He describes the times, the people and their circumstances with stunning accuracy. Ms. Veola is a true character and I found myself cheering for her through her tribulations to the satisfying ending."

- **Evelyn Palfrey, author of *The Price of Passion***

"Engaging and engrossing...filled with heartfelt characters and aching realistic portrayals of a time passed but not forgotten. Miss Veola, Miss Loretta, and Fayette Dewberry reminded me of women that I have known, loved, and celebrated. *Light Bread* will make you laugh out loud and praise your ancestors. Hallelujah."

- **Gabrielle Pina, author of *Bliss*, *Chasing Sophea*, and *Children of Grace***

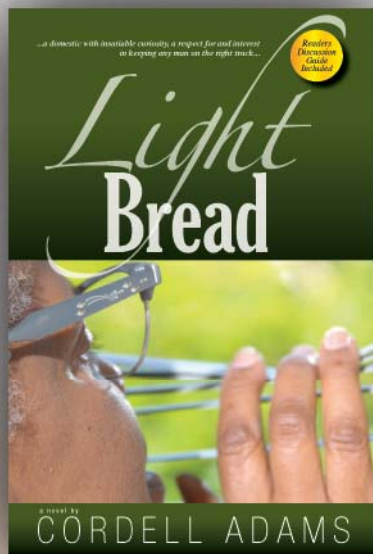
Synopsis of "Light Bread"

by
Author Cordell Adams

Veola Cook is on a mission to solve some strange and spooky events that began before dawn on Easter in her neighborhood. While investigating, one of her neighbors calls her the nosiest old woman in Parkerville, Texas, and hangs up on her. But Veola remains undaunted, determined to keep questioning folks until she learns what scratched at her window, how trash got dumped on her front porch, and who is meeting whom in the nearby yard in the middle of the night.

As the week progresses, she gathers information from her closest friends and relatives and the families for whom she keeps house as quickly as she doles out off-the-cuff, common-sense advice to anyone within earshot—solicited or not. Her motto comes from experience, not from a textbook: you see it, you live it, you teach it—in that order. Veola's investigative leads include links between a good-for-nothing man she knows and the daughter of a deceased friend, and the son of an employer with the son of one of her closest friends. One night when her house is broken into, she battles her intruder until he flees. The police find no leads, so she keeps sleuthing. In broad daylight the robber returns, and Veola's enemy helps her catch him, which tests her relationships with her inner circle.

The South in the late 1960s provides the perfect backdrop for this slice-of-life story of a domestic with insatiable curiosity, a respect for and interest in keeping any man on the right track, a healthy sense of humor, and a desire to fill everyone's bellies. Veola sweeps us into her world and shows us what can be accomplished with an eleventh-grade education, the gift of gab, a cast-iron skillet, and a worn-out Bible.

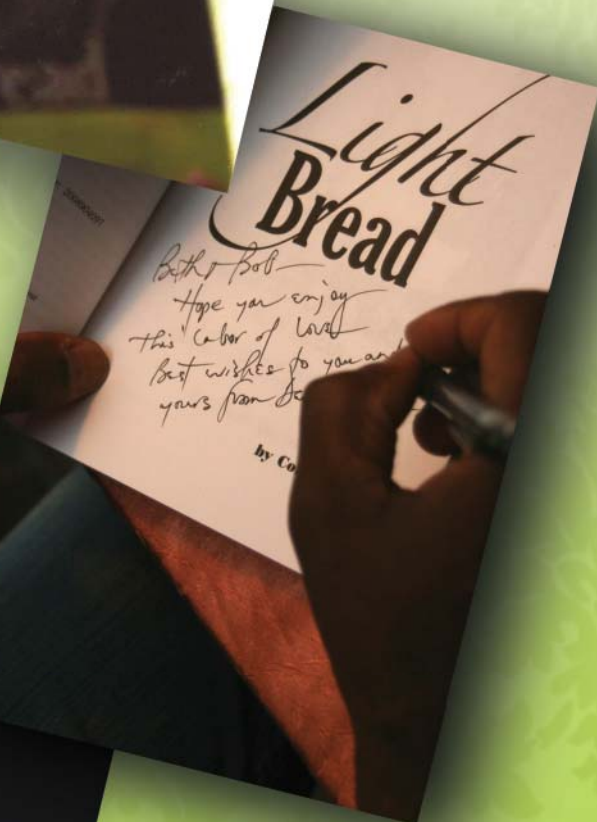
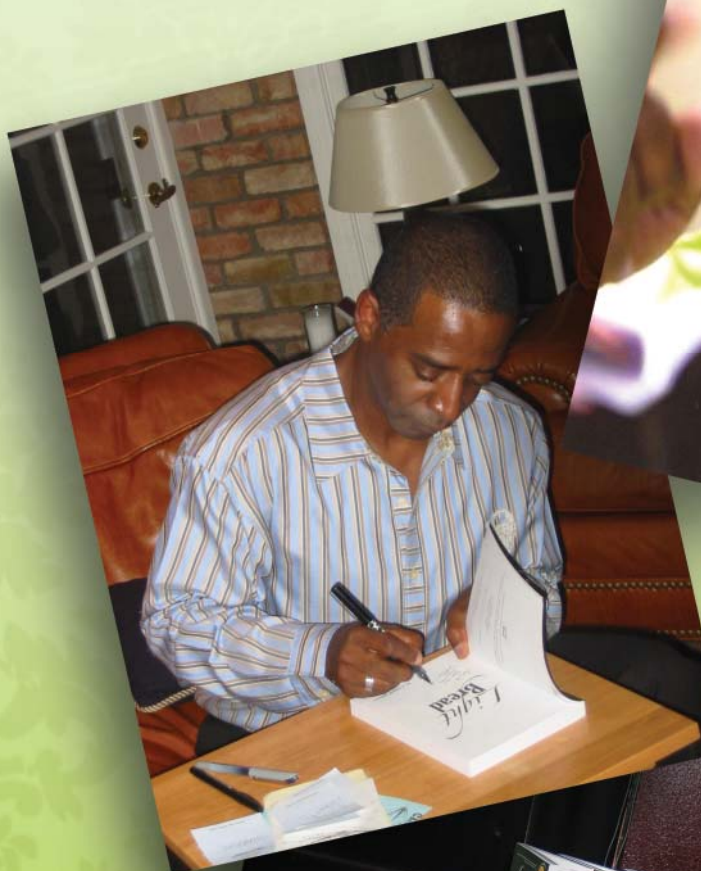


Book Signing Photos

Meet Author Cordell Adams

introducing

Light Bread





By KELLY GOOCH
Staff Writer

JACKSONVILLE — Jacksonville native Dr. Cordell Adams put a stocking cap on his head and entertained audience members as he read an excerpt from his novel “Light Bread” at Lon Morris College Friday.

Adams made the trip back to Jacksonville for a book signing held in the Simon and Louise Henderson Library on campus.

Lon Morris Director of Communications Michael James estimated 25 or 30 people were at Friday’s event. “Most of them were excited about the fact that we’re having a book signing,” he said. “When you meet the man who wrote the book, it makes it more personal for you.”

Adams said his book is a fictionalized story about his nosy grandmother who passed away in 1980.

“I’m so glad she was (nosy) because it taught so many people,” he said.

As for the book’s title, Adams said light bread is a southern term for white store-bought bread. He remembers his grandmother sending him to the store to buy light bread when he was younger.

He said the book is set in the fictional Parkerville, Texas, and the character of Veola Cook is based on his real-life grandmother Leola Cox.

“This book shows that race relations in the 1960s was not all bad,” Adams said. “(The fictional location of Parkerville) gives it some validity.”

He initially wrote a memoir to be shared with his family, but he said some writing consultants decided it should not only be read by his family members.

“It’s not just about my grandmother, it’s about everybody’s grandmother,” Adams said.

He said “Light Bread” was probably a 3 1/2 year project and 2,400 copies have been sold since its September 2008 release date.

When asked what he remembered most about his grandmother, Adams reply was “with the least amount of formal education (in our family), she was the most wise.”

And other members of his family have made history with their education.

Adams said his older sister Claudette Adams Carr, now 61, was the first African American graduate of Lon Morris, and his brother, now 54, was the first African American to be in the top 10 of his high school class in Jacksonville.

Adams himself was valedictorian when he graduated from Jacksonville High School in 1979.

After Adams spoke at the event, Bobbie Owens, assistant librarian and developmental reading teacher at the college, talked about teaching Adams when he attended elementary school and said she came to the book signing because she wanted to see him again.

“(I) always thought he was going to be something special, and he is,” Owens said. “He liked to entertain (back then and) he had a lot of friends.”

Lon Morris freshman Olivia Boatner had her own reasons for wanting to come to the book signing.

“I saw the advertisement at the cafeteria, and also, I have a great interest ... (in) book signings when they’re available...,” she said. “I thought he was a very good speaker (and) very interesting. I may read (his book) right away.”

Boatner said she plans to share “Light Bread” with friends when she is finished reading it.

Adams is an ophthalmologist at Baylor University Medical Center in Dallas.

He started out with a patient population of 6,000 in 1992, he said, and the practice has grown to 24,000.

Adams graduated from Southeastern Oklahoma State University in 1982 with a bachelor’s degree and went to medical school at the Baylor College of Medicine in Houston.

Adams said he was aiming to sell 300 or more of his books during the weekend as he goes from one book signing to another.

He will be doing a book signing at Larissa House, 301 W. Larissa St. in Jacksonville, today from 9 a.m. to 11 a.m.

James said the college is hoping to get Adams’ sister on campus in the future “just (for her) to kind of come back and see how things have changed.”

Updated Saturday, Nov. 22, 2008 at 1:14 p.m. CST

Galley Call / Review of "Light Bread"

Light Bread, the debut novel from Cordell Adams, is based on tales of his own grandmother. Veola Cook feels summoned to improve the life of her community. Her motto is "you see it, you live it, you teach it." Especially, if she thinks the Lord has commanded it. Veola also happens to be the nosiest woman in Parkerville, Texas.

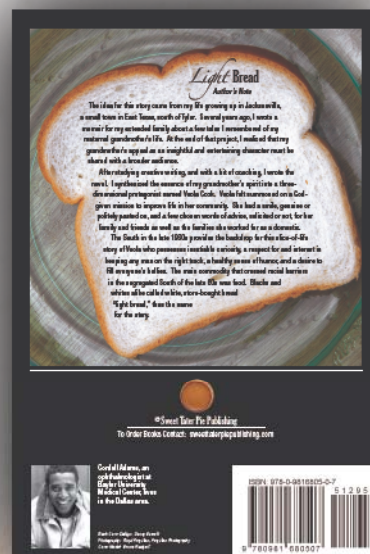
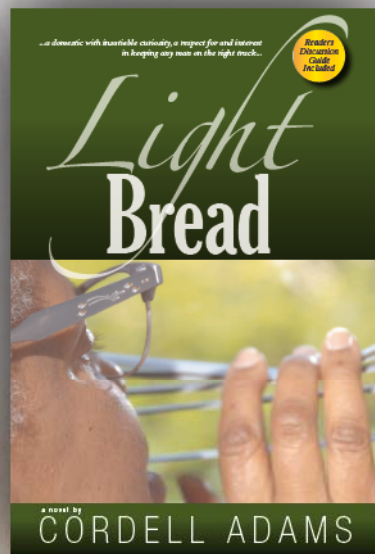
Set during the late 1960s, the life of the black community is shown not just through Veola's eyes, but also through a cast of characters, from family members, friends and neighbors. Veola has three children and seven grandchildren to keep up with. Then there is Veola's next-door neighbor, Loretta Mayfield, who hates Veola's putting her nose in everyone's business. There is Fayette Dewberry, daughter of Veola's dear deceased friend Melda. Fayette has returned to town to settle some unfinished business with Leonard Johnson, the father of her children. But, there is another man in Fayette's life, Tyrone Walker. He's a hustler and a skirt-chaser.

Veola is also the housekeeper for three white families. She and her families have a chemistry with each other. They all respect and adore her and listen to her advice, which she gives out freely. She is convinced that she can solve the problems of not only these families, but of all her relations.

When Veola starts investigating who dumped trash on her front porch and trampled through her bushes and who is seeing whom in the middle of the night, she interacts with all of these characters. Veola follows the clues as she makes the rounds to her children, her families, her neighbors and her church.

Adams tells the story of Veola Cook with love and laughter. The novel includes a Readers Discussion Guide for bookclubs. Adams is an ophthalmologist at Baylor University Medical Center in Dallas.

By Reeden Wright, Southeast Independent Booksellers Alliance Reviewer



Biography of Author Cordell Adams

Cordell Adams, MD, is known locally, state-wide, and nationally, for his academic and medical excellence. In his solo practice, he offers complete medical eye evaluations with sub-specialty training in glaucoma. Cataract extractions, medical treatments, laser eye surgery for certain eye diseases, and glaucoma surgery are his areas of expertise. Sixty percent of the practice is devoted to general ophthalmology, including visual assessment and contact lens fittings.

Since high school, Dr. Adams has continued to set the highest of standards for himself. A 1979 graduate of Jacksonville Senior High School, Jacksonville, TX, he has the distinct honor of being the first and only black valedictorian. His honors, achievements, and conquests have been unparalleled in his strive for higher education. His formal education:

- B.S. in Chemistry, Summa Cum Laude (with highest honors) May 1982 from Southeastern Oklahoma State Univ., Durant, OK
- MD degree in May of 1986 from Baylor College of Medicine, Houston, TX (top third of class)
- Academic Fellowship, Ophthalmic Pathology ('87-'88) Armed Forces Institute of Pathology, Washington, DC
- Residency, Ophthalmology (88-91) Univ. of California College of Medicine, Irvine, CA and as Chief Resident the last year of '90-'91
- Clinical Fellowship, Glaucoma, the renowned Jules Stein Eye Institute of UCLA, one of the top five ophthalmology programs in the country, '91-'92

His achievements and honors are numerous. Some of them are:

- first African-American from his university accepted to Baylor College of Medicine
- accepted to medical school at age 20
- President's Leadership Scholar
- National Piano-Playing Guild Scholar
- Phi Delta Epsilon Medical Fraternity President
- National Research Service Award from the National Institute of Health
- author of book chapter, *The Clinician's Guide to the Management of Difficult Glaucoma*
- Who's Who Among Physicians
- Three time recipient of Physician Recognition Award from American Medical Association
- Men of Essence® Champion Award 2008
- Distinguished Alumni Award from alma mater, Southeastern Oklahoma State University, Durant, OK, October 2009

Dr. Adams purchased his medical practice in 1992 acquiring some 6000 charts and medical records. Now, he has approximately 23,000 files, and still continues to grow. He believes that one of the keys to his success is being able to provide a complete array of services for his trade in a setting that is relaxing, inviting, and enjoyable. The waiting area is designed to look and feel like a living room, loaded with collectibles. It is no wonder his business in the heart of Baylor University Medical Center, downtown, has international exposure and referrals. Patients have commented that going to see Dr. Adams is like going to see family or friends.



AUTHOR CORDELL ADAMS



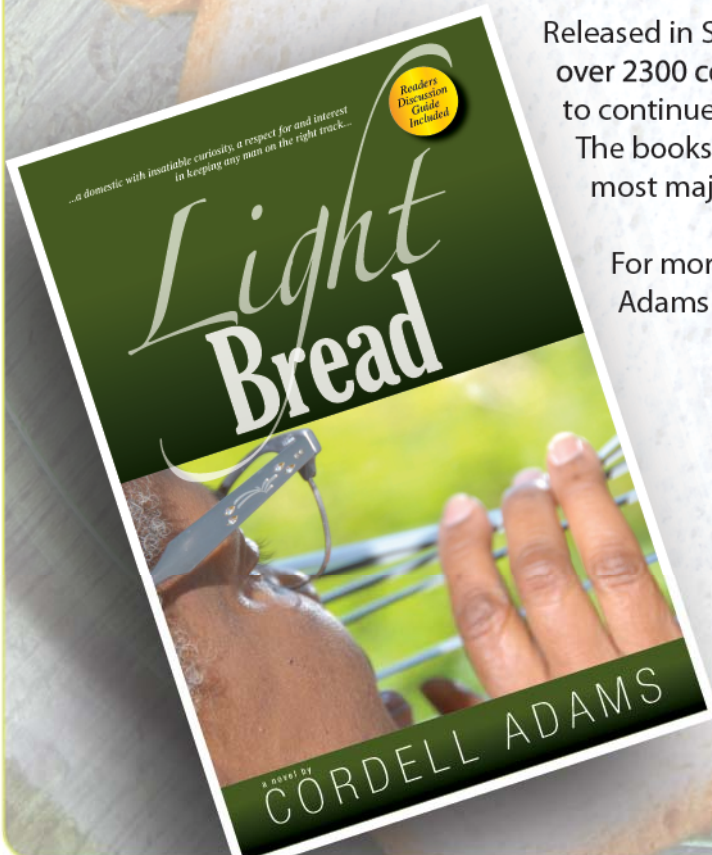
Media Alert

Cordell Adams, MD, has captivated the young and the old alike with his debut novel *Light Bread*, a slice-of-life drama recounting the tumultuous 1960s as endured through the wit and wisdom of Ms. Veola Cook. A well-respected matriarch of her community, Veola is that insightful mother who guides us through life's perilous journeys with her watchful eye and worn-out Bible in tow.

Light Bread is loosely based on Adams' experiences growing up in Jacksonville, a small East Texas town. Originating in a memoir written about his grandmother's life for his extended family, Dr. Adams was encouraged to share this engaging and entertaining personality with others. He has synthesized the essence of his grandmother's spirit into Veola, a protagonist with a gentle soul and insatiable curiosity. This 61-year-old domestic proves that much can be accomplished with the gift of gab, a cast-iron skillet, and no more than an eleventh-grade education. Amazingly, she interacts with all doling out common sense and a healthy dose of compassion.

Released in September 2008, *Light Bread's* sales built quickly, selling over 2300 copies the first two months. Sales continue to surge due to continued speaking engagements and signings by the author. The books are available at amazon.com, Barnes & Noble, Borders, most major bookstores, and the publisher's website.

For more information or to purchase *Light Bread* by Cordell Adams visit www.sweettaterpiepublishing.com.





SWEET TATER PIE PUBLISHING

Book Review Request Form

Thank you for your support. To request a review copy via fax or mail, please print and provide the following information. Please fax this form to **214.826.7984** . You may also mail **Sweet Tater Pie Publishing 3600 Gaston Ave, LB 64, Dallas, Texas 75246**, or scan and email to **info@sweettaterpiepublishing.com**.

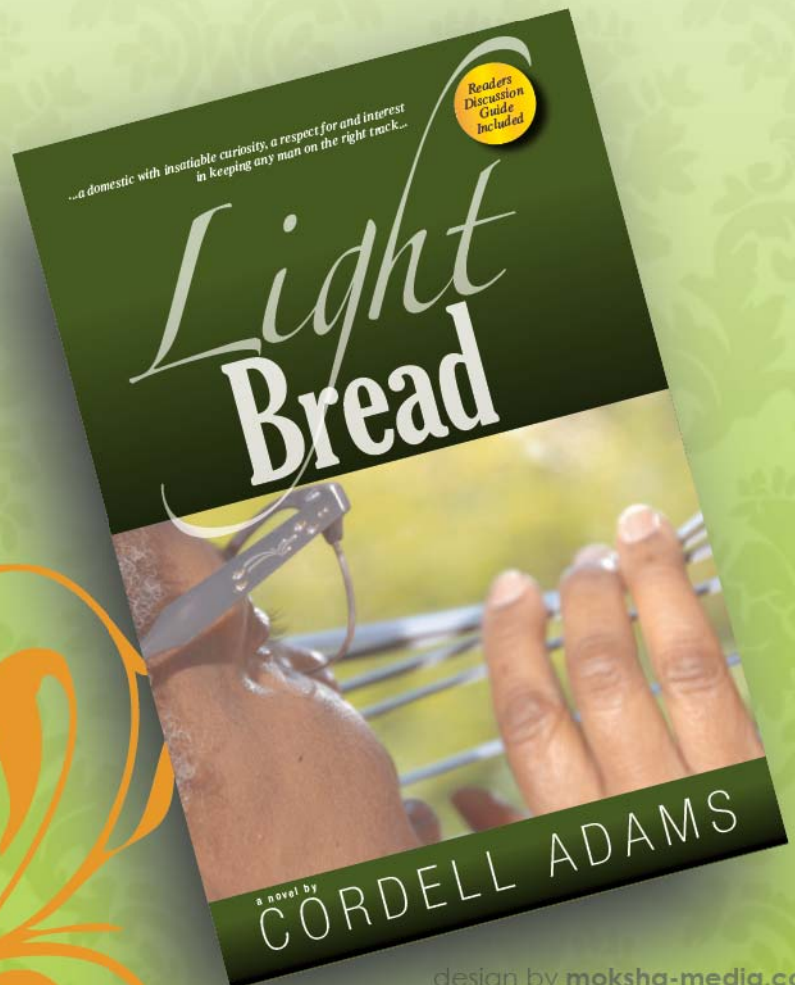
Name (please print)

Street Address

City

State

Zip





SWEET TATER PIE PUBLISHING

Publication Fact Sheet

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Cordell Adams

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Weaving a Slice of Life Into a Beautiful Story

A Question/Answer Session with Author Cordell Adams

Light Bread is your first novel. What inspired you to write?

Several years ago, I wrote a memoir for my extended family about a few tales I remembered of my maternal grandmother's life. At the end of that project, I realized that my grandmother's appeal as an insightful, incredibly nosey, and entertaining character must be shared with a broader audience.

How did you derive the title *Light Bread*?

One of my most vivid childhood memories is that my grandmother sent me to the store for a loaf of 'light bread' and a six-pack of Dr Pepper. As you will see from the main character in the book, light bread was required for one of her favorite snacks.

Have you had to explain the term "light bread" to anyone?

Of course, especially to northerners and some young southerners. The main commodity that crossed racial barriers in the segregated South of the late 60s was food. Blacks and whites alike called white, store-bought bread "light bread."

Your book sales have skyrocketed since your release in late September 2008. How do you explain that?

Because we strategically set up private book signings along with bookstore signing events, we sold over 2000 books in just over 5 weeks. *Light Bread* is a book that has no boundaries or a selective audience. The idea of sharing a story about a nosey grandmother resonates with all of us, regardless of ethnic backgrounds or cultural differences.

Have you always written?

Technical writing, yes. As an ophthalmologist, I have written extensively in the medical field, authoring papers in journals, writing chapters for textbooks. I also currently serve as an editor for an ophthalmic magazine. But never had I undertaken a literary project like *Light Bread*.

Did you get help with your change in writing?

This project is the result of studying creative writing and obtaining coaching from a writing consultant. I credit my wonderful teachers and editors.

What did you enjoy most about writing *Light Bread*?

As I was writing, I wanted to make sure I synthesized and captured the essence of my grandmother's spirit into this three-dimensional protagonist named Veola Cook. I truly felt I was bringing her to life on paper, and I hope that is what comes across in the novel.

So is *Light Bread* truly fictional?

The best term for *Light Bread* is a work of fiction with an element of suspense inspired by my maternal grandmother. The idea for this story came from my growing up in Jacksonville, a small town in east Texas, south of Tyler. So, my settings are based upon what I recall.

Who is your publisher?

Sweet Tater Pie Publishing is my own publishing house, established to market *Light Bread*. I will give my sister credit for keeping the Southern flair going. She felt Sweet 'Potato' was too formal for anything that had anything to do with the way people really talked. 'Tater' made it authentic.

What has been your biggest promotion for *Light Bread*?

Word of mouth for sure and I believe the biggest hook for *Light Bread* is this statement: Get swept up in Veola Cook's world and watch what she accomplishes with an eleventh grade education, the gift of gab, a cast-iron skillet, and a worn-out Bible.

Weaving a Slice of Life Into a Beautiful Story

A Question/Answer Session with Author Cordell Adams

Is this a book “churchy” or religious?

It is not religious, but if you don't think a Southern black grandmother doesn't have a few scriptures to share with anyone she comes in contact with, then you've missed out of one of her pearls of wisdom. She has a word of advice, solicited or not, for her own family members, the families she worked for, acquaintances, too.

Is *Light Bread* appropriate for all audiences?

Third and fourth graders have enjoyed being educated by the book just as much as the book has taken the eighty-year olds back down memory lane.

Who makes up your audience and what has the response been like?

At book signings, I transform into the character of Veola Cook. I want the reader to think about her while they are reading the book. In becoming this character, I throw on a stocking cap and cat-eyed glasses, then I read an excerpt from the book. This is what gives me validation in knowing that I have done is what I needed to do. Maybe it is a craft. I just feel it is my grandmother putting her stamp of approval on what I am doing.

What do you want readers to come away with after reading *Light Bread*?

To be told over and over that they didn't want the book to end tells me that the book has done what it was set forth to do. I want to open minds to show that even though the South was segregated in the 60s, I have introduced a character to show that race relations were good in a lot of places. Veola Cook was on a God-given mission to solve everyone's problems, and as she went about this, she became known as the nosiest woman in her small town. She was oblivious to such gossip, so she just kept on doing what she did best.

So what's next?

I have to get *Light Bread* on audiotape. The requests have been numerous after those who attend the signings want me to finish reading the entire book to them.

Are there other books planned?

Yes. *Light Bread* is the first in a series I would like to do. Book Two is outlined, again along the same theme of following the antics of Veola Cook, and it is called Pot Liquor. I have to keep with the Southern terminology about food, even though I have to keep them guessing when a recipe of my grandmother Leola Cox will appear.