



ITMB PUBLISHING LTD.

- **INTERNATIONAL TRAVEL MAPS AND BOOKS**
- **ITM DISTRIBUTION**

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AXIS OF EVIL MAPPING NEWSLETTER #10 OF 2017 – October – New Titles: see below for details

INTRODUCTION

This year's FBF (Frankfurt Book Fair) has been held and we are now back in the office until the end of November, when we take off for our second trip to China this year. We'll have more about our trip to Ukraine (why do I always want to add 'The' to the name?) below. For now, we're getting ready for winter and trying not to become too inflamed by the insanity going on south of the border. Please note several new releases described below.

FRANKFURT BOOK FAIR 2017

The FBF is the largest book fair in the world, with some 7,000+ publishers from around the world attending. It occupies four large exhibition buildings at Frankfurt's Messe (convention centre), which is fairly close to the main railway station and city centre. Frankfurt itself is a major entry point into Europe from both America and Asia, and a rail hub for Europe. ITMB has exhibited at FBF since 1983, which makes this year's show our 34rd consecutive year of having a stand at this show. Most of the major map publishers were present as well. We occupied part of the space in Building 3, Floor 1, known as 3.1, Row J. Two reputable and one disreputable globe manufacturers occupied part of a separate aisle. The Mairs Group of Germany occupied the largest stand, but I feel that ITMB was very well positioned, being in the middle of the Tourism section, with two of our major European distributors being on either side of us (Craenen and Mapfox), with GeoCenter, the largest distributor of maps in Germany, being positioned nearby. We enjoyed meeting several other distributors during the show, as well as several firms attending FBF, and met quite a few members of the public during open days. After five days of talking, even my renowned vocal cords were hoarse with overuse! If you are in the trade in some way, FBF is an experience that should be experienced at least once. I have been there longer than anyone else in the map trade and I am already looking forward to next year's show. Meeting colleagues, customers, and new companies face-to-face is so much more satisfying than communicating by email. Generally, the trade show has a social component as well as a business one, and I think that more business is done over sundowners than during the day. We attend for a variety of reasons; obviously, we feel that our time is well spent and that the investment is worthwhile. Lan meets with printers and paper manufacturers from all over the world, and with data providers, while I concentrate on existing distributors and customers. Now we are back in Vancouver, recuperating, and preparing for our next adventure.

UKRAINE: EUROPE'S NEW FRONTIER

Prior to attending FBF, we spent ten days in Ukraine, driving roads and familiarizing ourselves with a country that is both making rapid strides forward and is beset by enormous challenges. This was our first visit to the country, and we learned a lot during our brief time there. First, the country is a lot more developed and sophisticated than we expected. Second, its road network is a lot more advanced than expected, while still needing a tremendous amount of upgrading in some areas. Third, the cities, while reeking of the Soviet era, are extremely clean and shedding the legacy of Stalinist housing while making many new apartment buildings. We were in the country primarily to drive roads and check our existing map against satellite imagery for accuracy and to note points of interest that we saw for inclusion in the next edition of our map of Ukraine. We also wanted to take a lot of pictures, which we did.

The most important thing that we learned was that Ukraine is undergoing a fundamental shift in attitude, from extreme dependence upon Russia to a growing realization that Western Europe offers a much better future than you know who. Even the Russian-speaking Ukrainians, and about 50% of the country is of Russian ancestry and have warm feelings towards Russian society, agree that even though they may love the essence of Russia and wish for good relations, political reality proves that Russia is not their friend for the foreseeable future. The EU has expressed a strong interest in closer ties with Ukraine, as has NATO, and the current government of Ukraine seems prepared to tie the country more closely to the rest of Europe, which means introducing reforms.

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We drove some 3,000 kms around Ukraine, staying in Kiev, Vinnytsia, Odesa, and Kremenchuk. Many of the roads we traveled would break the axle of an army truck, and we had to endure hours of crawling along at 20 kms per hour to traverse miles of bad roads that haven't yet been upgraded. However, we also travelled roads of European quality, and these are the essential corridors of the future. It is now possible to drive from the western border of Ukraine to Kharkov in the far east of the country at 120 kms per hour on a motorway-like roadway, and from Kiev south to Odesa as well. Most two-laned roads in the north are bumpy but quite drivable; those in the south tend to be much less well maintained. We saw road crews at work daily, filling potholes and repairing terrible stretches of road, but much, much more needs to be done to bring the country's road network to European standards.

It is necessary to comment on the political reality of the country. The EU wants to see more attention being paid to reducing corruption. We did not experience any petty corruption, such as we have encountered in Latin America and Africa many times. Any officials we met were polite and helpful. The country does have a problem, however, in that most politicians and business leaders tend to come from the elite that governed the country during communist times. The President, for example, also owns the country's major chocolate manufacturing company, and Roshan chocolates are everywhere. The country had a revolution approximately three years ago, turfed out the pro-Russian government and replacing it with one much more attuned to Ukrainian aspirations. The former head of government now lives in exile in Russia and Russia behaves very badly towards Ukraine. No one believes, for example, that the War in the East is anything except a Russian invasion designed to disrupt and intimidate Ukraine; nor is the seizure of Crimea seen as anything except naked aggression. The leaders of Ukraine have, of course, evolved from the elite that grew up during Soviet domination, and it will take time to weed out those who are personally corrupt and train the next generation of leaders. In the short term, Ukraine will need a lot of assistance; financial, economic, and military. Canada has provided a lot of technical assistance and is now helping to train the country's armed forces. The USA is helping in a limited way, and both the EU and NATO are sympathetic and helpful – but nobody wants to take on responsibility for a war already in progress with Russia. Russia is actually a fairly weak country, but it still has a lot of military clout. Thus far, NATO has successfully managed to expand into Eastern Europe and even to the extent of making Ukraine a sort of associated member, but no country is willing to go further in case the bear lashes out in a last futile attempt to regain power. Ukraine is in transition and is moving as quickly as possible into western institutions. Europe needs to prepare for accepting 42,000,000 new Europeans.

NEW PRODUCT

A local British Columbia firm, Clark Geomatics, has just released a brand new map of three of Canada's most renowned national parks. Banff, Yoho, and Kootenay NPs border each other and create a massive wilderness preserve in the heart of the Rocky Mountains. Banff is one of the best-known parks in the world; the other two expand and more than double Banff's size and create a wilderness preserve on the Alberta/BC border that is unparalleled anywhere in the world. It is high time somebody created a travel-oriented folded map of this important region. The map is at 1:250,000 scale and covers from Canmore in the east to Golden in the west and from Radium Hot Springs in the south to the Athabasca Icefield in Jasper National Park in the north. Roads, hiking trails, touristic attractions, picnic and camping sites, accommodations, hot springs, and scenic viewpoints are all shown. The map occupies one side of the sheet, and explanatory text the other side. It is printed on tear-resistant waterproof paper. Copies can be obtained from Clark at 2720 Crescentview Drive, North Vancouver, BC V7R 2V1, or from Craenen bvba in Belgium. The ISBN is 97809782433371, and although no price is noted on the map, the retail value is \$19.95cdn.

ITMB HAS GOT TALENT BEAT!

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Most countries have a version of GOT TALENT to give aspiring performers a chance to show what they can do. Lan auditioned for the Canadian show a few years ago and reached the semi-finals. As with most wannabe superstars, she has continued her musical career (which she does in addition to creating miracles of cartography, arguing printers into doing work for us, and whipping various Vietnamese cultural groups into line). She was on the Vietnamese national news this week, being touted as one of the significant contributors to keeping Vietnamese culture alive overseas, and sang a song of her own creation. Come on, think of it: how many of you have ever been on the national news for any reason, let alone performing a song you wrote yourself and accompanying yourself on the guitar – an instrument you learned to play by yourself? A nice round of internet applause, please! The talent, however, is not restricted to Lan alone. Her sister, a recent arrival in Canada, plays a Vietnamese instrument known as a Dan Bau, a sort of one-stringed guitar, and has already performed several times at cultural events. Finally, our niece Hanh, who now wants to be known as Hannah, who arrived from Vietnam last month and is now working in ITMB's sales division, sang a song in English today before the 43rd annual luncheon of the Vancouver Multicultural Society. It takes talent to go on a stage before a live audience and perform. Doing so in a strange country, using a language well-known to the audience but not to yourself, and pulling it off takes real talent. My congratulations to Fic (her nickname).

ONE OF THOSE IMPOSSIBLY STRANGE BUT TRUE STORIES

I learned about the strange tale of Schwarzenberg while I was in Germany. At the end of World War 2, both American and Russian forces were advancing into Germany. Close to the last days of the Third Reich, American forces surged ahead in southern Germany (they were actually driving around Potsdam and the western suburbs of Berlin long before the Russians arrived). In the border area of the German state of Saxony (south of Chemnitz) American forces went far past the Mulde River, the agreed-upon spot where Russian and American forces were supposed to meet. By an oversight, the county of Schwarzenberg never surrendered to either ally. Local anti-fascist citizens organized the 21 towns into a self-governing body, just to fill a political vacuum. Eventually, the Russians arrived and authority was passed to them, peacefully. The residents decided that, since neither side seemed to want them, they should set up their own country, the Free Republic of Schwarzenberg! This ruled from May 8th (the last day of the Third Reich) until late June, when a Russian unit finally visited the area and incorporated it into East Germany. Apparently, the Russians were pleased that someone had acted to maintain order, but they moved swiftly to correct what was, after all, an over-sight, but the little valley is still quite proud that for a few weeks, they were an independent, if unknown, country. Other affected towns are Aue and Stollberg. It seems amazing that such a large area somehow was missed, but that's the reality.

AND NOW FOR A LIGHTER TOUCH

Every so often, on our travels, we come up with tidbits of news that wouldn't normally reach national status. This one's a real head shaker that we discovered while we were in Montana in September. A Mr. Williams, of Little Rock, Arkansas, was awarded \$14,500 and medical expenses after being bitten on the buttocks by his neighbour's beagle (a breed of dog). The Beagle was on a chain in his neighbour's fenced yard. Now, here's the kicker: the award was for less than sought because the jury felt that the dog might have been just a little provoked at the time by Mr. Williams, who was shooting it repeatedly with a pellet gun.

If that doesn't make you wonder about the sanity of juries, or more generally about what passes for justice in the USA, here's a tale that has me saying 'What happened?' A Philadelphia restaurant was recently ordered to pay \$113,500 to a Ms. Carson, who slipped on the remains of a spilled soft drink and fell, injuring herself. The beverage was on the floor in the first place because Ms. Carson had hurled it at her boyfriend thirty seconds earlier during an argument. At the moment of the accident, she was lunging at her other half, intent on murdering said boyfriend, whom I assume is now a former boyfriend. Can anyone tell me why the restaurant is liable for being charged?

PARAPROSDOKIANS

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Paraprosdokians are figures of speech in which the latter part of a sentence or phrase is not the same as expected and is fairly humorous. Winston Churchill was a master of the English language and often used such turns of phrase to his own purposes. These were provided to me by a regular reader of the Axis newsletter, which only goes to show that I don't make up these stories myself – I don't have enough imagination.

- 1, If I agreed with you....we would both be wrong! (I believe he said this in Parliament)
2. War does not determine who is right, only who is left. (think about that one!)
3. Women will never be equal to men until they can walk down the street with a bald head and a beer gut and still think they are sexy. (Actually, Churchill was typical of his generation in having an attitude that women were somewhat less worthy, despite the sterling work they accomplished during the war).
4. Going to church doesn't make you a Christian, any more than standing in a garage makes you a car.
5. Knowledge is knowing that a tomato is a fruit; wisdom is knowing not to include it in a fruit salad.
6. To steal ideas from one person is plagiarism. To steal from many is research (hear, hear!).
7. You do not need a parachute to skydive; only to skydive twice.
8. The last thing I want to do is hurt you...but it's still on my list!
9. I didn't say it was your fault, I said I was blaming you (also said in Parliament to an opponent).
10. You're never too old to learn....something stupid. (Thank you, Winnie!)

CURRENT PROJECTS AND OUT OF STOCK ITEMS

Brasil is effectively out of copies. We are in the process of creating a new map, no ETA.

Delhi is out of copies. We are re-formatting this title into a double-sided map of the city on one side and the surrounding region on the reverse side. This takes time, so the ETA date is not yet known.

Lesotho is now out of print. We are considering a new version, combining Lesotho and Swaziland into a double-sided map; no ETA. Swaziland is also getting low on inventory. The new map will be available in 2018.

Mongolia is getting low on inventory. The new map will be available in 2018.

Ontario suddenly ran out of copies while we weren't looking. We're updating, but can't say when it will be back.

Saint Lucia is out of stock. Please order Dominica & St. Lucia instead.

Sao Paulo is getting low on inventory. The new map will be available in 2018.

USA as a country map is out of stock. A new edition is at press; no ETA.

Uzbekistan is out of stock. Please order Kazakhstan & Uzbekistan instead.

Warsaw is almost out of copies. We are preparing a new double-sided map of the city and eastern Poland; no ETA.

NEW TITLES RELEASED DURING OCTOBER

Haida Gwaii/Queen Charlotte Islands and British Columbia Coast Travel Reference Map 7th Ed. 2017 on waterproof paper 1:280,000/1:900,000 ISBN 9781771293341 UPC 817712933416 \$10.95cdn/us E9.50 8.95GBP

– Although the name is new, the map is still our familiar QCI map in its seventh rendition. Times change, and a consensus has grown into a realization that the traditional indigenous name for the islands off BC's shore should be recognized. At the same time, the official name still recognizes the historical relationship of Queen Charlotte and the early days of British trading. Our former QCI map is now out of stock and past history, so please change your records and welcome the brand new HG/QCI map. To add extra value, we have added a new map of BC's coastline to the reverse side, covering from the US border north to Prince Rupert. As well, both sides have their own Top Attractions lists to focus attention on major sites, such as Ninstints at the southern tip of HG. As in the past, this edition is printed on tear-resistant waterproof paper. **AVAILABLE**

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Australia East Coast Travel Reference Map 1st Ed. 2017 1:1,800,000 ISBN 9781771290128 UPC 817712901286 \$12.95cdn/us E9.50 8.95GBP – This is a brand new title for ITMB and is based on the travel reality that most visitors to Australia concentrate on Queensland and New South Wales. This double-sided map begins at Australia's northernmost point of Cape York and proceeds southward through Queensland, New South Wales, and Victoria; in essence covering the portion of the country dominated by Brisbane, Sydney, and Melbourne, all of which are included as largish inset maps. As a bonus, Tasmania is included as a large inset. The scale is generous, making the map easy to read, and while this map will not meet some expectations, 90% of all visitors to Australia concentrate all their travel within the limits of this map. Why get a map of all of Australia if you're only visiting the eastern area? **AVAILABLE**

Edinburgh & Southern Scotland Travel Reference Map 3rd Ed. 2017 1:10,000/1:370,000 on waterproof paper ISBN 9781771292597 UPC 817712925978 \$11.95cdn/us E9.50 8.95GBP – Finally, our stock of this popular title has arrived. We released the press notice several months ago, when the first carton of 200 copies arrived, so I won't go through that description again. Unfortunately, the rest of the copies were lost in transit. No one knows how, or where they are, and it took us a couple of months to figure out that these maps were likely never to arrive – and they never have. The printer was forced to print a fresh batch, and this is what has just arrived. Due to the confusion arising from this very unusual situation, we are releasing this notice to advise everyone that Edinburgh is once again – **AVAILABLE**. Hooray!

NEW TILES THAT ARRIVED IN SEPTEMBER

Armenia & Azerbaijan Travel Reference Map 6th Ed. 2016 1:430,000 ISBN 9781771290265 UPC 817712902658 \$12.95cdn/us E9.50 8.95GBP – **AVAILABLE**

NEW TITLES THAT ARRIVED IN AUGUST

USA Pacific Coast Travel Reference Map 1:1,000,000 3rd Ed. 2017 ISBN 9781553412465 (same as currently) UPC 815534124654 \$9.95cdn/us E9.50 8.95GBP – **AVAILABLE**

Vancouver/Greater Vancouver Travel Reference Map on waterproof paper 1:20,000/1:50,000 7th Ed. 2017 ISBN 9781553415190 (same as currently) UPC 815534151919 \$9.95cdn/us E9.50 8.95GBP – **AVAILABLE**

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