

January 2018

[www.norcalpa.org](http://www.norcalpa.org)

# The Pen & Press

Northern California  
publishers & authors

**FEBRUARY NCPA MEETING: Thursday 8 February 2018**

**KELLY YORK**

Cover Design

**Denny's** (in the Private back room)

3520 Auburn Blvd, Sacramento (Auburn Blvd @ Watt Av & I-80)

No-host food & beverage ... it's not mandatory to make a purchase

You might want to bring a light sweater

Get your  
book entries  
in **NOW**

## UPCOMING MEETINGS & EVENTS

**2018 Book Awards Banquet**

**Sunday 22 April 2018**

**Cherry Island Golf Course, Elverta, CA**

An Email will be sent a few days to a week prior to EACH WEDNESDAY LUNCHTIME meeting, asking for an RSVP if you plan to attend. If we don't receive the minimum amount required another Email will be sent, notifying that the meeting has been canceled. PLEASE SEND AN RSVP EMAIL to [normathornton@yahoo.com](mailto:normathornton@yahoo.com) if you plan to attend this month's NOON meeting. Thank you. It's either this, or stop the Wed meetings completely.

**2018 : 2<sup>ND</sup> Thursday Evening Regular Meetings \* 6:30PM – 8:30PM**

- 8 March ~ Frances Fuller : American Woman Publishing in a Foreign Land
- 12 April ~ NO SPEAKER : State of NCPA, Housekeeping & getting ready for Awards Banquet
- 10 May ~ Angelica Jackson : Setting up a Website
- 14 June ~ Rae James : Writing a Series, How to Plot a Mystery \* Bouchercon 2020

**3<sup>RD</sup> Wednesday Lunchtime Meetings AT DENNY'S ~ NO GUEST SPEAKERS**

**21 February**

- 21 March
- 18 April
- 16 May
- 20 June

January 2018

## MESSAGE FROM THE PRESIDENT

Good news for everyone who knew and cared about Ken Umbach.

His wife Rosa wanted Ken's publishing legacy to continue, but did not want to do it herself. Her primary concern was the books he'd published could continue to be available and promoted, and the needs of the authors would be taken care of.

Rosa and I worked together and effective today, 10 January, Umbach's Consulting & Publishing is now an imprint of Samati Press, my publishing company. Transferring all the appropriate industry contacts over is a big job, but it's worth it to honor Ken.

Many months ago NCPA member Reneau Peurifoy shared an excellent tip for getting radio interviews. He suggested going to RadioGuestList.com and receive free lists for hosts looking for guests or signing up for more extensive lists. I am too lazy for that -- actually, I just couldn't seem to find the time to sift through the emails for subjects that looked good to me, and then do the follow-up.

But I've found an excellent way to go on the same website. If you pay a small monthly fee to be listed in their Radio Guest List Directory, the hosts looking for guests will call you. That has worked well for me. In order to attract interviews, you need to figure out exactly what you can talk about that might be interesting to an audience, and that does NOT mean talking about the books you have for sale.

You need to take time to figure out what subjects you'd be considered an expert in. Or what life experiences or adventures you can describe that others might find fascinating. The last two interviews, one video that is on YouTube with a host in Trinidad, and one with a radio station in Florida, mentioned my books and website, but covered subjects like my 51 year marriage, animal rescue, and the metaphysical things I do. Both provided great exposure, but neither was a commercial for my books. If you haven't thought about what people might find fascinating about you, it's time you did.

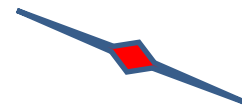
All of our members wear lots of hats and have unique personalities, and I'd like to invite everyone to an event where you can have lots of fun and see me in a new light. On February 9th. there is a fun event for singles or couples called the Cupid Crawl at the Milagro Center in Carmichael. I will be manning a booth and giving readings -- numerology and direct clairvoyance -- for singles and couples. Mark your calendar and plan a date night with your special someone. Then, come see me wearing a completely different hat!

Don't forget to get your application and books in for the Book Awards Competition. Time is getting close and you don't want to miss out. If your book was published (available for purchase to the public) between January 1, 2017 and December 31, 2017, it is eligible. Even if you're not entering a book, we'd love to have you come to the banquet. We have a dynamite speaker, a great meal, and can guarantee great company. At \$30 each, it's a bargain!

See you at the next meeting.

Sharon Darrow, NCPA President

NCPA Membership Chair  
NCPA Book Awards Coordinator  
916-803-1665 [sharon@sharonsdarrow.com](mailto:sharon@sharonsdarrow.com)



## **SAVE THE DATES ~ MARK YOUR CALENDAR NOW**

**2018 Meetings 2nd Thu 6:30pm**

**SPEAKER INFO to come later. Note: all Speakers this year are NCPA members**

- **8 March ~ Frances Fuller:** American Woman Publishing in a Foreign Land
- **12 April ~ NO SPEAKER:** State of NCPA, Housekeeping & getting ready for Awards Banquet
- **Sun 22 Apr ~ BOOK AWARDS BANQUET ~ CHERRY ISLAND Golf Course**
- **10 May: Angelica Jackson :** Setting up a Website
- **MAY or JUNE : 4 hour PUBLISHING SEMINAR : EXACT DATE & TIME PENDING**
- **14 June ~ Rae James:** Writing a Series, How to Plot a Mystery, & **Bouchercon 2020 progress**
- **12 July ~ NO SPEAKER:** Schmooze-time and Catch-up
- **9 Aug ~ Jennifer Grainger:** Ghostwriting
- **13 Sep ~ Sherry Joyce:** What One Learns After Publishing 1st Book
- **11 Oct ~ Eleanor Russell:** Bringing Other Countries & Cultures to Life & Research Surprises
- **8 Nov ~ Danna Wilberg:** Film-Making, TV Show Producing, Access Sacramento Host
- **Saturday 1 Dec 11:30am \* 2nd Annual Holiday Luncheon, Black Angus : TENTATIVE**
- **13 Dec ~ NO Speaker: BOOK DISPLAY, Sell, Share & Schmooze**

### **NCPA MEMBER FRANCES KAKUGAWA HEADED FOR NY TO CO-PRODUCE TV MOVIE**

Frances Kakugawa has a busy year ahead. In February and March she'll be on a lecture/book tour in Hawaii for her new book: *Dangerous Woman: Poetry for the Ageless*, then back to participate in the Sacramento Public Library Foundation 16th annual Authors on the move on March 10<sup>th</sup>.

Taking a "break" to enjoy the NCPA Awards Banquet on 22 April, as our newly appointed NCPA Poet Laureate, Frances will also honor attendees with a Poetry Reading of her own works.

On to New York in June, Frances will give a workshop and a lecture at the new Center in Healthy Living for the Syracuse Jewish Family Services. She has also committed to speak at a writers' convention in 2020, and agreed to be Co-Producer of a TV movie on Alzheimer's, based in NY.

Frances says to "Stay tuned."

### **CRITIQUE GROUP ~ Memoir Miners ~ Moderator, Frances Kakugawa**

As if that's not enough, Frances also runs a Memoir Critique Group, called Memoir Miners, and she's invited anyone interested in writing their memoir, to join them from 10am-12Noon the 2nd Thursday of each month in the Asian Community Center, 7334 Park City Dr, Sacto. (She was scheduled to participate on the NCPA Jan Panel of Critique Groups, but was forced to recuse herself just a few days prior to the meeting.)

Frances says she volunteers her services at Memoir Miners, but participants are charged a yearly fee of \$25 for the use of the room.

**SUPPORT YOUR FELLOW NCPA AUTHORS BY CHOOSING YOUR FAVORITE NCPA MEMBER'S BOOK, AND SEND YOUR REVIEW FOR AN UPCOMING NEWSLETTER**

**NO NCPA AUTHORS' MEMBER BOOK REVIEWS THIS MONTH**

## **UPCOMING WRITER/ PUBLISHER/ BOOK SELLING EVENTS**

### **Beatles in Japan ... with Thomas Moy ... *At the Renaissance***

*"Me, the Beatles, and Japan: Story of an Overseas Military Brat in the Turbulent '60s and the first Rock 'n' Roll concert in Asia"* ... NCPA Member Thomas Moy relates *"That's the real title of my presentation but it was too late to change it when it ran to press."*

Tom has been published in the Journal of the Wild West History Association, and is an in-demand speaker with presentations that run the gamut from prison to baseball to lawmen of the Old West.

Currently he's busy with research on an article he hopes to publish in a Western magazine, and working hard on his first book.

On 26 March 2018, Tom will be speaking to the Renaissance at Sacramento CSU about the "Beatles in Japan".

## **UPDATE ON OPEN CALL FOR SUBMISSIONS PLACER GOLD WRITERS INK**

**NEW DEADLINE: Submit by 30 January 2018**

**GENRE:** Speculative Fiction (**for COMPLETE, THOROUGH description go to website it's VERY BROAD**)

**REQUIREMENTS:** Location must be set in CA's "Gold Country" -- in the past, present or future.\* Use word/concept of "gold" as minor or major plot point. Note: "gold" doesn't have to refer to precious metal!

**WORD COUNT:** 2000 - 8000 words

**ROYALTY:** \$20-\$30 (more thorough information at website, or check Dec NCPA newsletter)

### **SPECULATIVE FICTION: VERY BROAD GENRE YOU REALLY NEED TO CHECK WEBSITE**

- Fantasy and anything magic including Modern or Ancient Myths, Tall Tales, and Folk Tales;
- Science Fiction, Technopunk, Steampunk, Urbanpunk, Superhero; any advanced technology;
- Horror, Zombies, Shape-Shifters, and other Monsters;
- Alternate History, Utopia, Dystopia, Apocalyptic and Post-apocalyptic;
- Paranormal, exceptional or supernatural abilities, Psychic Phenomenon, Gods and Angels.

**GO TO WEBSITE FOR COMPLETE DETAILS** [www.PlacerGoldWritersINK.com](http://www.PlacerGoldWritersINK.com)

**COME MEET THE AUTHORS**

NCPA member Andrea Roth has coordinated with NCPA to set up a series of FREE Book-selling events she's titled "Authors Showcase ~ Meet the Authors!" and is working on more.

The following library dates and locations are scheduled, but logistics are still being worked out. Once Andrea knows how many authors there will be room for, she'll let us know and we'll start confirming your requests. Remember, it's on a first-come, first-serve basis, NCPA members (and potential members one-time) only. Please be sure to provide website address OR other address where your book(s) may be located.

**Scheduled Author Showcase events date & Library so far:**

- **\*Saturday 20 Jan 2018 ~ 1pm-5:00pm ~ Stephens-Davis Branch Yolo Library**  
315 East 14th St, Davis, 95616
- **AUTHORS ATTENDING:** Frankie Barrera \* Denise Lee Branco \* A.K. Buckroth (Andrea Roth) \* Mary Ellen Burns \* Vashek Cervinka \* Sharon Darrow \* Elaine Faber \* Ron Javor \* Tom Kando \* Cathy McGreevy \* Robert Pacholik \* Judy Pierce \* Mary Roy \* Norma Jean Thornton \* Danna Wilberg
- **ATTENTION SCHEDULED AUTHORS** : If you have a small folding table handy, it might be advisable to bring it along, just in case. The Davis Library is a new one to us, and we're unclear on the table sizes and room schematics ... rather be safe than sorry.
- **DAVIS AUTHOR'S SHOWCASE**, Arranged by Vashek Cervinka & Andrea Roth it appears we might be filled, but if you're still interested and would like to be on a waiting list, send us your info, and if you'd like to join us for any upcoming Library Events, or have a Library you'd like to suggest, please contact either Andrea or me
- **Andrea Roth (w/a A.K. Buckroth) 916-396-3414, or [normathornton@yahoo.com](mailto:normathornton@yahoo.com)**
- **\*Saturday 28 April 12Noon-2pm \* Rancho Cordova :**
- **\*Saturday 12 May 2018 \* Elk Grove :**

**MORE TO COME as Andrea gets more info** ~ if you're interested in being one of the authors, and/or would like your local library to be included in upcoming events, please contact:

**Andrea Roth (w/a Buckroth) at 916-396-3414, or me: [normathornton@yahoo.com](mailto:normathornton@yahoo.com)**

Andrea advertises with press releases to the Rio Vista Beacon \* Sacmag.com \* American Messenger \* Around Here Magazine (includes readers through the Carmichael Times and Arden Arcade newspapers), and contacts \* Nextdoor Neighbor \* American Towns \* plus adding to Facebook. .

**Reinforcing the mantra that we have to promote ourselves**, Andrea encourages everyone to do the same with their area media outlets, and suggests if an outlet requests a picture, use the poster/flyers that she will send you.

**Thank you Andrea, for taking on this huge task for all NCPA members**

**AUTHOR SHOWCASE @ LIBRARIES ~ Andrea needs help getting Libraries**

**If you live close to one of the following libraries, or any that aren't mentioned below**, Andrea would appreciate if you would make the initial contact about Saturday openings for booking our NCPA Authors Showcase, and give the information to her to follow-up on:

**Arcade \* Arden-Dimick \* Belle Cooleedge \* Colonial Heights \* Martin Luther King \* North Natomas \* Pocket Greenhaven \* Rio Linda \* South Natomas \* Southgate \* Valley Hi-North Laguna \***

**We've already scheduled, or been to:**

Carmichael \* Elk Grove \* Fair Oaks \* No Highlands-Antelope \* Rancho Cordova \* Sylvan Oaks \* Walnut Grove \* Yolo Library in Davis

**Norcalpa.org Publishing Seminar UPDATE**

**NCPA 4 hour Publishing Seminar** ~ Saturdays and Sundays are unavailable at Denny's, and we've run into issues with other venues. We can, however, extend the hours and take over our scheduled 3rd Wednesday daytime meeting in **May or June 2018 for the 4 hour Publishing Seminar.**

Choice of hours would be **10am-2pm, 11am-3pm, 12N-4pm**

Purchasing food or drink will not be necessary, but always appreciated by Denny's.

If you're interested in attending one of those weekday seminars please contact Sharon or me.

Former NCPA President, long-time owner of Willow Valley Press and Publisher for Kiyoo Sato's Saroyan Award-Winning book, *Dandelion through the Crack*, Barry Schoenborn, will teach the seminar.

Price pending, but will be between \$10-\$20. There will be great handouts.

**www.LeftCoastCrime.org/2018**

**"Crime on the Comstock" Left Coat Crime 2018**

Reno, NV

**23-25 March 2018**

\*

**Bouchercon2020.org**

World Mystery Convention Bouchercon is coming to Sacramento!

**15-18 October 2020**, and NCPA's own Rae James is Chair of

**Bouchercon 2020** at the Sacramento Convention Center

**Registration now open**

**Humorwriters.org**

Erma Bombeck Writers' Workshop

**5-7 April 2018**

University of Dayton, Ohio

Erma's Alma Mater



**NCPA  
BOOK AWARDS  
BANQUET  
22 April 2018**

**SCBWI Conference**

**SCBWI 2018 Spring Spirit Conference**

**Saturday 7 April 2018 \* 8am-4:30pm**

Citrus Heights Community Center, C.H.

**More info on the website:**

**CANorthCentral@scbwi.org**

**Norcalpa.org Book Awards Banquet**

**NCPA Annual Book Awards Banquet Sunday 22 April 2018** Cherry Island Golf Course, Elverta CA

Any book published and in the marketplace between 1 Jan 2017 and 31 Dec 2017 eligible for 2018

Awards Banquet. More info in upcoming newsletters.

Is your book published and ready to go? Contact Sharon Darrow.

## **NCPA THEN (1999) AND NOW (2018)**

By **Frankie Barrera (F.M. Barrera, Talisman Press)**

As a former member of the Sacramento Publishers Association (the old name for the current Northern California Publishers and Authors), I have seen many changes take place in the organization over the years. I first joined the SPA in 1999 when I was new to Sacramento and decided to self-publish my own book. I needed help and support in the process, which was foreign to me.

It all started when I signed a book publishing deal for my novel “The Diary of Baby Chulo” with a small east coast niche publisher. When the publisher dropped me suddenly due to creative differences, I swore to heaven like Scarlett O’Hara that I would never be left starving again. So I dried my tears and self-published my book.

The process was daunting and the desktop publishing software was a relatively new thing. It was so new that I used Pagemaker to make my cover and QuarkXpress for the interior layout (both programs of which are now defunct). I found a printer and a distributor and did the usual marketing duties of schlepping my books around to the different bookstores (many of which are now gone).

I joined the SPA for \$40 and had to snail-mail my application with a personal check (still the same price btw). The meetings were held at the SMUD building and, at that time, were attended by such authors as Joan Barsotti and Naida West whom I was in awe of.

The newsletter of the SPA was an actual printed version which they mailed out to members--- it mostly had announcements and articles about the new electronic publishing phenomenon.

E-books did not exist yet as they do now and the articles touted the coming revolution: “Electronic publishing will continue to become more common in the future, whether or not it ever reaches the number of watchers as television, or even readers of newspapers.” What a difference 19 years makes.

Luckily, I made the Jan. 8, 2000 deadline for the annual SPA book awards and delivered my seven copies to the coordinator.

I didn’t win anything that year but I got to see Dale Schornak up close as he emceed the event behind a podium. He was just starting out in the Sacramento area as a news anchor and everyone at the event was in awe of his dashing presence.

Other subsequent meetings were held at individual members’ homes when the SMUD building was not available. Being a new member, I was shy about meeting new people in their homes. I remember once circling the block of someone’s home deciding if I wanted to enter. I could see they were having a barbecue in the back yard and some people were in shorts tossing around a beach ball. I decided to circle around the block one more time then drove off at the last minute. The meeting was just a bit too casual and unorganized for me. Luckily, now they hold their meeting at a Denny’s which is just fine with me.

Over the years, I learned to publish online and the phenomenon of e-books became a common place thing. Since then I have self-published about seven books and still counting. One thing hasn’t changed though--- marketing and selling books has remained a difficult thing whether it is done online or by physically schlepping one’s books around town. In many ways the internet has made things more difficult because books get lost in the glut of e-books on the market.

It’s nice to know that there are still organizations that can help you through this process, like the NCPA. The new iteration of the SPA seems to have grown with the tide and is more connected to the wider world of book selling and publishing. I’m glad to have them in my corner.

**(Editor’s Note:** We’re happy to report that Frankie is a returning member)

**MAKING CONNECTIONS CORNER with our Local Sister Writing Organizations**

**California Writers Club (CWC)  
(Sacramento Branch)**

- Monthly Luncheon Meetings generally **3rd Saturday** of each month ~ 11am – 1pm  
\$15 members, \$20 non-members, includes lunch **Rancho Cordova Cattlemen's**
- Writers Network 9-11am 1st Fri monthly **Coco's** 7887 Madison Av @ Sunrise, Citrus Heights  
Open to public, pay for your own breakfast (**NEW LOCATION**)
  - For information & prices on joining, go to:  
**cwcsacramentowriters.org**

\*

**Capitol Crimes (Cap Crimes)  
(Sacramento Chapter of Sisters in Crime)**

- If you write anything crime-related, or want to, then check out Cap Crimes.
- **FREE** monthly meetings, generally the **3rd Saturday** of each month, generally with guest speakers, generally crime-related. They normally meet at **1pm** at the **Rancho Cordova Library 9845 Folsom Blvd in Rancho Cordova**
    - No-Host lunch 11:30am prior to meetings usually at Perko's 9647 Micron Av  
Must be a member of Sisters in Crime (\$50) to join Cap Crimes (\$20)

**Capitolcrimes.org**

\*

**Sacramento Suburban Writers (SSW)**

- **Meets 2nd Mon of each month 7pm- 9pm**  
Crossroads Fellowship Christian Church, 5501 Dewey Dr, Fair Oaks, CA
- Meetings, generally with guest speakers, are **FREE** ~ (\$40 membership fee)
  - Like with NCPA, you don't have to be a member to attend

**Sactowriters.org**

\*

**Sacramento Valley Rose (SVR)  
(Sacramento Chapter of Romance Writers of America {RWA})**

If you write Romance, or want to, then check out SVR ~ they generally meet at 10am at the White Rock Community Clubhouse, 10488 White Rock Rd, Rancho Cordova

- **4th Saturday of each month** \$20 for members \$30 for non-members
- Contact: Deb at [debjulienne@gmail.com](mailto:debjulienne@gmail.com) for RSVP information & directions
  - Debbie Putnam, President: [DebbiePutnam.SVR@gmail.com](mailto:DebbiePutnam.SVR@gmail.com)
  - **Suggest you go to their site for their rules & stipulations**

Must be a member of Romance Writers of America (\$99+) before joining SVR (\$30)

**Sacramentovalleyrose.com**

\*

**Society of Children's Book Writers & Illustrators (SCBWI)  
(California North/Central)**

If you're interested in writing ... or illustrating ... for kids of any age, this is the premiere INTERNATIONAL organization to belong to! **Your first year of SCBWI membership is \$95, with an ongoing annual renewal fee of \$80.** No monthly meetings, but there are occasional Schmoozes, Workshops, Intensive-Events, Special Events, and Critique Groups, as well as a great Holiday Party in December, and a discounted Spring Spirit Conference ... plus more ... with our double-fun NCPA Emcee, (who's also SCBWI's Regional Advisor {RA}), Bitsy Kemper

Go to the website for full information:

**<https://canorthcentral.scbwi.org/>**\*



January 2018

## **NCPA Board of Directors**

**norcalpa.org**

### **President**

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### **Vice President**

June Azevedo  
june@azevedoprintanddesign.com

### **Treasurer**

Amy Rogers  
Amy@ScienceThrillersMedia.com  
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*Note that the Executive committee consists of president, vice president, secretary, treasurer, and communications director, the five elected officers*

### **Book Events Coordinator**

Andrea Roth w/a A.K. Buckroth  
Mydiabeticsoul@pacbell.net  
916-396-3414

### **Speakers Bureau Chair**

### **Scholarship Director**

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june@azevedoprintanddesign

### **Webmaster**

Amy Rogers  
Amy@ScienceThrillersMedia.com  
916-469-7695 ...

**Evening meetings with guest speakers are the 2nd Thursday of each month**

**6:30pm to 8:30pm Denny's 3520 Auburn Blvd**

**Daytime meetings with NO guest speakers are the 3rd Wednesday of each month**

**12Noon-2pm \* Denny's 3520 Auburn Blvd \* Please RSVP if you plan to attend**

**Meetings are always FREE ~ Visitors are always welcome.**

**Mailing Address**

**Northern California Publishers & Authors (NCPA)**

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**Sharon Darrow, President ~ 916-803-1665**

**Norma Jean Thornton, Editor ~ 916-991-5751**

**[www.norcalpa.org](http://www.norcalpa.org)**

January 2018

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The editor reserves the right to accept or reject submissions and to edit submissions for length, clarity, or style.

Readers are free to print copies for noncommercial personal use, and NCPA members are welcome to print copies of the newsletter to share with friends, colleagues, and prospective members.

### **Other News, Announcements, and Comments**

All submissions for this section of *The Pen & Press* including short items about NCPA members or otherwise of interest to writers, editors, publishers and allied folks, are welcome.

### **A Note from the Editor**

Send your articles and announcements to [normathornton@yahoo.com](mailto:normathornton@yahoo.com)

Please type either **NCPA N/L** or **NCPA NEWSLETTER** as the email subject heading, to help me find newsletter submissions.

Please provide submissions in Microsoft Word (or compatible) format, or in plain text. **NO PDF**, since I have to retype anything sent by pdf to make it fit.

If you have any suggestions, an article idea or any other questions or comments about the newsletter, feel free to email or phone ... [normathornton@yahoo.com](mailto:normathornton@yahoo.com) or 916-991-5751

Any news of members' books, activities, marketing, speaking engagements, and/ or other accomplishments are greatly appreciated.

Also: any information on members' insights into the challenges and opportunities of writing and/or publishing, or information on regional resources for authors and publishers works well.

Cover illustrations and other photos are welcome in jpeg or other standard format. Please keep file sizes reasonable. When in doubt, call or email editor in advance.

**Deadline for submissions for each issue will be the 5<sup>th</sup> of each month, unless otherwise noted** ~ and ~ **if you have something after the 5<sup>th</sup> call me (916-991-5751), then send it anyway** ~ I'm flexible, so we'll probably be able to work it in.

... *Norma Jean Thornton*, editor *The Pen & Press*