Thursday 9 November 2017
6:30pm-8:30pm Regular Meeting

M.L. (Michelle) Hamilton
“Making Your Characters Breathe”
(…plus What She Looks for When Judging Books )

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

UPCOMING MEETINGS & EVENTS

Wednesday 15 Nov ~ 12N–2pm ~ Lunchtime Meeting (No Speaker)
Denny’s (in the Private back room)
3520 Auburn Blvd Sacramento (Auburn Blvd @ Watt Av & I-80)
AGENDA: Discussions and Q&A’s relating to all things writing & publishing

**NEW** Starting August 2017 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 normatthornton@yahoo.com if you plan to attend this month’s NOON meeting. Thank you. It’s either this, or stop the Wed meetings.

2ND Thursday Evening Regular Meetings * 6:30PM – 8:30PM

14 DEC ~ Holiday Networking/ Book Sales Meeting
11 JAN 2018 ~ Pending
8 Feb 2018 ~ Pending
8 Mar 2018 ~ Pending

3RD Wednesday Lunchtime Meetings AT DENNY’S * 12N-2PM
Dec ~ NO MEETING ~ HAPPY HOLIDAYS
17 Jan 2018 ~ NO SPEAKER
21 Feb 2018 ~ NO SPEAKER
21 Mar 2018 ~ NO SPEAKER
PRESIDENT’S MESSAGE

If you missed our October evening meeting, you missed my talk on Book Cover Design.

I'm not a cover designer, and I don't claim to be an expert on book cover design; however, I've learned a lot by making almost all of the common design mistakes. I'm attaching the outline for the talk in the hopes that at least one member will be able to avoid the wasted money, waste of time, and inconvenience of having to redo a book cover that missed the mark.

In addition to the outline, I’d like to share two excellent resources about cover design -- IBPA-checklist-FINAL.pdf, and 5 Ways a Book Cover Could Hurt Sales _ And How to Fix It.pdf.

Audiobooks are one of the fastest growing segments of the industry, but not many of our members have published them. My first book is in the production stage and I would like to share a couple of points, and will keep members updated on the process. I elected to go through ACX.com.

ACX is an Amazon company, so your book must be listed on Amazon in order to use the service. Adding your book is not difficult, but the process takes some time. Once your book is listed, you make choices about the narrator you want, such as gender, age, accent, etc. Then you can sit back and wait for a producer (narrator) to contact you, or you can investigate the producers that match your criteria, listen to their samples, and take the initiative to approach the ones you like best and invite them to send you an audition.

After you've settled on a producer, you then must choose the type of royalty agreement you want. You can pay up front, which can involve hundreds or thousands of dollars, and have the option to list your audiobook in any distribution venue you want. Or, you can select the shared royalty option and pay nothing up front at all. That choice limits your distribution to ACX, iTunes, and Audible, but those are the biggest venues around. I chose the shared royalty option, and will keep you all informed.

When writers are asked about what is the hardest thing they have to do, marketing always tops the list. If you've opened an account with Bowkers to purchase your own ISBNs, you've probably received advertisements regarding a service called ScoreIt. This service, which is actually sold through Inkubate, is designed to tell a writer who they write like so they can make decisions on marketing and promotion based on the most closely matched authors.

I just opened an account and added my last book, Tom Flynn, Medium & Healer, to find out what the analysis would say. I was very pleased with the results, and the speed of the report, and will now modify my promotion based on the comparisons. I'll keep you all posted on what I learn, and encourage you to do the same if you give this service a try.

Well, that's enough from me for now. Please let me know if you find any of this information helpful. And if you have other suggestions to share, please let your Board know so we can share.

Sharon S. Darrow, NCPA President
NCPA Membership Chair ~ NCPA Book Awards Coordinator
916-803-1665 sharon@sharonsdarrow.com

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Web Corner: Sites of Interest: Call 4 Submissions: Donor Info

Ready to get your book in front of more readers?
I know nothing about this site, but it’s apparently tied into Libraries, and generated from the Indie Author Day we just were involved in this month – use at your own risk, but if you do, please let us know what you think, by sending me a review of your findings and I’ll include it in an upcoming newsletter.
https://selfe.librariescreate.com/self-e/

SELF-e is a free service, powered by Library Journal and BiblioLabs, that allows previously published, newly published and unpublished authors to get their works into libraries.

Many thanks to Generous 2017 Silent Auction Scholarship Fund/ 916Ink Fund DONORS


New Donors: NCPA member Andrea Roth, w/a A.K. Buckroth: 10 pages of Proofreading, from Buckroth Enterprises Proofreading Services, mydiabeticsoul@pacbell.net * 916-489-1599 * Author & Contributing Editor to Writer’s Digest, Steven James : Signed Book: "Troubleshooting Your Novel"

Received from one of our local sister writing organizations (edited for length)

OPEN CALL FOR SUBMISSIONS

Placer Gold Writers Ink (PGWI) is in search of exceptionally written Speculative Fiction short stories, for publication in our second anthology “Miner Detours”. To be released in both quality paperback and all major e-book formats mid-2018. Please visit ‘Current Projects’ on our website for more information:
http://www.Pla cerGoldWritersINK.com

GENRE: Speculative Fiction (for brief description go to website)
REQUIREMENTS: Anthologies always follow a theme or common thread. This time* 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!
INFO ON PLACER GOLD PUBLISHING, go to website

Patrick Witz & David Loofbourrow * Editors, Placer Gold Writers Ink * PO. Box 580 * Meadow Vista, CA 95722
* editors@placergoldwritersink.com * www.Pla cerGoldWritersINK.com

One of their members was at our Sep meeting with their most recent Anthology & more info on this.

We’re doing something new for the Wednesday day-time meetings. Rather than completely stop all lunchtime meetings an Email will be sent a few days to a week prior to EACH WEDNESDAY LUNC HTIME meeting, We’re now asking for an RSVP if you plan to attend the Wednesday meetings. If we don’t receive the minimum amount required another Email will be sent, notifying that that month’s meeting has been canceled.
Hawaii fascinates me.
While I enjoy the artificial perfection of the beach resorts as much as the next tourist, it's
glimpses of the real Hawaii, old Hawaii, that keep me coming back. Hiking at Volcanoes National Park
on the Big Island, spending a few days in the Hana area on Maui, visiting upcountry on the slopes of
Haleakala, are experiences that let an outsider like me understand the state's culture a little.

In **KAPOHO: MEMOIR OF A MODERN POMPEII**, Kakugawa reveals a whole other side of
"real" Hawaii, in a community of quiet, hardworking, tight-knit Japanese-Americans who endured the
ignominy of WWII (but unlike their California cousins, were not rounded up and imprisoned in camps)
and then carried on as modernity crept up on them as surely as the lava flow from Kilauea which
ultimately buried their town.

Kakugawa's writing and sensibilities are poetic in spirit. Her recollections are detailed, alive,
melancholy, and loving. Rooted in a unique time and place and culture, the stories in this collection are
deply evocative. They are, in a word, beautiful.

Babka's debut novel draws on the hard-boiled detective tradition, but Dylan Blake, his new
protagonist, is no whiskey-swilling womanizer. Blake is a well-developed, interesting character who
knows the difference between right and wrong, and is willing to bend a few rules to make sure right
wins in the end.

Most of this book is set in California, with particular emphasis on the central California coast
(Big Sur). This is an area dear to my heart and enhances this book for anyone who knows that area.
Blake also is an outdoorsman and a hiking scene is highly effective.

Secondary characters are particularly strong in **NO MORE ILLUSIONS**. Blake's boss, a small-
town police chief, is the chief every town wishes it had. The various villains (whose degree of villainy
shifts as the story unfolds) are each interesting and distinctive.

Strong debut from an author to watch. Dylan Blake is likely to become more compelling with
each adventure.
I thought I knew our NCPA President Sharon Darrow. Then I read her memoir FROM HINDSIGHT TO INSIGHT and was delighted to discover so much more! Of greatest interest to me was to learn about her spiritual journey and her experiences of paranormal contact—something I didn’t expect. Knowing Sharon and reading her matter-of-fact descriptions has made me think more openly about the possibilities she describes. Read her book and discover for yourself.

--Amy Rogers

In HUMANITY’S FUTURE: THE NEXT 25,000 YEARS, Tom Kando shows extraordinary imagination—and optimism—as he posits an “alternative future” for our species. This book is speculative science fiction but doesn’t read like a conventional novel. After all, what narrative could follow a cast of characters over such a sweep of time? But characters there are, in different times and places on earth and outer space. HUMANITY’S FUTURE reflects Kando’s rich intellectual background in sociology and gives readers a lot to reflect on—and some things to hope might one day come true.

--Amy Rogers

Andrea Roth (w/a A.K. Buckroth) provided the following reviews she gave Amazon.

2 for NCPA member Amy Rogers: “Petroplague” * “Reversion”

Andrea included 2 for Catherine McGreevy, but unfortunately Catherine’s not an NCPA member.

House of Cuts by June Gillam: Most enjoyable. I enjoyed Hillary being the heroine. Cutting and carving descriptions are a bonus in the story. Very interesting.”

House of Eire by June Gillam: Another page turner! Author June Gillam’s third novel follows nicely her first two books in the series. An easy-to-read page turner, honor and respect is symbolized through people's interactions in the story. I also enjoyed travelling through the author's words. This book, along with the others in the “Broome” series is a wonderful and clear visualization of events. I look forward to the next “Hillary Broome Novel.”

House of Dads by June Gillam: Another successful woman leading the way through career and family issues. This fiction story is close to reality and will leave you wanting more. It has for me!

Petroplague by Amy Rogers: Fantastic! Just plain fantastic! My favorite fact was that the main character is female, young, scientifically educated, and knows how to handle herself in a destructive environment, making life-saving decisions. This book was a great present for a number of friends and family.

Reversion by Amy Rogers: “Holy Macaroni! She did it again! This novel particular by Amy Rogers is exciting; another page-turner. Colorful visualizations, her creativity with detailed descriptions and lots of action is superbly overpowering. Good people vs bad people is a large part of the plot, as is a “secretive” nature. Most enjoyable.”

--Submitted by Andrea Roth (w/a A.K. Buckroth)
UPCOMING WRITER/ PUBLISHER/ BOOK SELLING EVENTS

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!”

The following library dates and locations are scheduled, and there might be a couple of spots left, so contact Andrea if you’re interested. Remember, it’s on a first-come, first-serve basis. 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 4 November 2017 ~ 12:30pm-5pm, Fair Oaks Library
- Saturday 9 December 2017 ~ 2pm-5pm, No Highlands/ Antelope Library
- Saturday 16 December 2017 ~ 2pm-5pm, Sylvan Oaks Library
- Saturday 20 January 2018~ 12Noon-5:00pm, Yolo Library, Davis

MORE TO COME as Andrea gets more Libraries ~ 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

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

Thanks to Andrea Roth (w/a A.K. Buckroth), we’ve started a new NCPA project with her Authors Showcase (AS), plus Andrea gets a title: NCPA BOOK EVENTS COORDINATOR … AS will now be an ongoing monthly event, as well as another perk for being an NCPA member. Effective January 2018, this will be an NCPA members event only. However, non-members may be participating guests one time, but in order to continue, they must become an NCPA member. If you would like your Library to be included, please contact Andrea … her info is above.

Norcalpa.org Publishing Seminar UPDATE

NCPA 4 hour Publishing Seminar ~ Has been pushed further back, probably into Feb or March, due to extenuating circumstances on my part (AT&T & U-Verse!) and the upcoming holidays.

- Choice of hours continue to be 10am-2pm, 11am-3pm, 12N-4pm OR 1pm-5pm
- The day will still be on a Wednesday and will be held at the same Denny’s where we hold our meetings.
- Purchasing food or drink will not be necessary, but always appreciated by Denny’s.
- If you’re interested in attending a weekday seminar please contact Sharon or me.
- Former NCPA President, long-time owner of Willow Valley Press and Publisher for Kiyo 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.
COME MEET THE AUTHORS

Saturday 4 November 2017 ~ 12:30pm-5pm, Fair Oaks Library
11601 Fair Oaks Blvd, Fair Oaks, CA 95628 ~ (916) 264-2700

The following authors will Sign, Sell & Share Excerpt-Reads from their books:

- Elva Anson - https://www.facebook.com/elva.anson
- Sharon S. Darrow - https://www.sharonsdarrow.com/
- Catherine McGreevy – https://cathymcgreevy.wordpress.com/
- Robert Pacholik - www.robertmpacholik.com/
- Amy Rogers - www.amyrogers.com/bio/
- Liam Alden Smith – http://www.amazon.com/Reward-Oolyay-Liam-Alden-Smith-ebook/dp/B00L08Cn6K

Have a Library? Let us know!

SCBWI 2018 Spring Spirit Conference
CANorthCentral@scbwi.org
Saturday 7 April 2018
Citrus Heights Community Center, C.H.
8am-4:30pm More info in Dec 2017

Humorwriters.org
Erma Bombeck Writers’ Workshop
5-7 April 2018
University of Dayton, Ohio
Erma’s Alma Mater

www.LeftCoastCrime.org/2018
“Crime on the Comstock” Left Coast 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 … Register by 31 Dec 2017 & Save $25 - $50
Thank you note from 916Ink for the $1,150 NCPA gave them from the Silent Auction, Card Raffle and other donations in honor of Ken and Laurie, during the 2017 Awards Banquet.* In lieu of the Scholarship for 2018, all funds from the SA will also go to 916Ink in honor of Laurie, Ken and Pam

Dear NCPA,

From the whole 916 Ink team and the students we serve, we wanted to express our sincere gratitude for your donation and your support.

We are thrilled to have the opportunity to be your chosen nonprofit again next year as well.

Your gift means that we will be able to reach more youth and show them the joy of the written word.

With gratitude,

The 916 Ink Staff
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 for RSVP information & directions
  • Debbie Putnam, President: 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/*
## NCPA Board of Directors

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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  
6:30pm to 8:30pm Denny’s 3520 Auburn Blvd

Meetings are always FREE ~ Visitors are always welcome.

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

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

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 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 5th of each month, unless otherwise noted ~ and ~ If you have something after the 5th 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