**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.
PRESIDENT’S MESSAGE

Hello everyone,

As you are all aware, this is the season for thinking about Book Award Competitions. The NCPA competition will be accepting submissions soon -- and my fault for not providing current forms as of yet. The IBPA Ben Franklin Awards are already open, and The Nautilus Book Awards will open for entries on September 21st.

The NCPA and Ben Franklin contests are for books published during 2017; however, the Nautilus Book Awards is for books published in both 2016 and 2017. That means a second chance for anyone who published in 2016 and wants to enter a major national competition.

All of these contests require 4 books with each submission; however, both the Ben Franklin and Nautilus Book Awards require 4 books for each category you might enter.

Our contest has just a few categories: General Fiction, General Non-Fiction, Non-Fiction Memoir, Children’s, Young Adults, and Poetry. All books are automatically entered into the Cover and Interior Design category.

That differs from the Ben Franklin competition, which is listing a total of 55 categories for print books. You can enter multiple categories with your book, such as both Fiction and Best New Voice: Fiction (First Book by a New Author), but you have to submit a separate entry form, fee, and 4 books for each category you enter.

We all need to be proud of Amy Rogers, who won a Silver award in the Ben Franklin Poetry category year before last.

The Nautilus Award is slightly different, in that they describe their contest as "a unique awards program that recognizes and celebrates books that promote spiritual growth, conscious living & green values, high-level wellness and positive social change.”

Our own Dr. John Mayfield was a winner last year. This award features the possibility of a $2500 cash prize. They require a separate entry form and 4 books for each category, as well as a separate fee. Fees for 2nd or 3rd categories are reduced.

Competitions do not automatically translate into truckloads of sales; however, they do increase visibility for the title, and credibility for the author. There are many competitions out there, but it’s important for you to check them out thoroughly before entering.

These two are general competitions, but you should also check for competitions related to your specialty field. Again, be sure to verify the legitimacy of the contest and group before sending in your books and fees.

No matter what contest you might enter, knowing what judges look for is helpful. After all, professionalism is vitally important for any book, and a key component for contest submissions.

IBPA has created an Industry Standards Checklist for a Professionally Published Book that has valuable information for interior pages and cover layout. Whether you enter a contest or not, using this as a guideline will help you produce and publish a better book. It even has a link to additional standards and samples of copyright pages, interior designs, and placement of elements on ARCs.

Here’s wishing you all success in your work, and best of luck in any competition you enter.

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

Editor’s Note: Click on both links above, for more information on IBPA competition.
Web Corner: Sites of Interest: Donor Info

(Amy) ~ If you're frustrated with the lack of attention to your book, you're not alone: https://www.bkconnection.com/the-10-awful-truths-about-book-publishing

(Editor’s Note) Number 4 is of special interest to me: The average U.S. nonfiction book is now selling less than 250 copies per year and less than 2,000 copies over its lifetime. Add all my NF books together, and I'm getting close to a less-than-annual-average! … LOL)

*(Norma) ~ theeditorsblog.net ~ “An Internet resource for fiction writers, freelance editors, and everyone who loves words.” has some interesting info about writing and editing, and if you have questions, it looks like Beth might answer them. I only had time to skim it for a few minutes, but it definitely looks intriguing.

HUGE THANKS AGAIN TO GENEROUS 2017 SILENT AUCTION NCPA MEMBER DONORS:

NCPA members Elaine Faber * Karl Palachuk * Barry Schoenborn / Horatio Alger Society and their $100 cash donations. In addition, Elaine Faber donated a phonograph from her private business All Unique: http://www.all-unique.com/ * Karl Palachuk: http://www.smallbizthoughts.com/
* Barry Schoenborn: http://www.willowvalleypress.com/ NCPA is fortunate to have these generous 3!

HUGE THANKS TO GENEROUS LOCAL VENDOR DONORS TO 2017 SILENT AUCTION

All 2nd year donors: TUGBOAT FISH & CHIPS “Antelope Marketplace” 7909 Walerga Rd, Ste 111, Antelope, CA (Elverta Rd & Walerga Rd Across from WinCo) * 916-729-4243. My very favorite Tugboat location … clean, friendly, and always excellent food … including their tasty little chicken lumpia! And their homemade tartar sauce, made daily * ANTELOPE WALMART (THE FABULOUS, TASTY CAKE) * Our host venue, CHERRY ISLAND GOLF COURSE 2360 Elverta Rd, Elverta, CA www.golfcherryisland.com 916-991-6875 one day of golf for 4, golf-cart included. www.golfcherryisland.com

Write for Us!

Jump In Now » ~ if this link doesn’t work, click here: http://www.soyouthinkyoucanwrite.com/
also check out this one, how to submit: http://www.soyouthinkyoucanwrite.com/2017/03/advice-from-the-archives-get-in-the-door-how-to-submit-to-harlequin/ also, this one: Scroll down to Resources for Writers - FREE stuff - but read everything above it too, for submissions without an agent and more. Click on all the links to read (or at least skim) everything they have! …editor
https://www.harlequin.com/shop/pages/write-for-harlequin.html

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 LUNCHTIME 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.
NEW Book Review

NCPA AUTHORS’ MEMBER BOOK REVIEWS

The following Amazon review is about fellow-newbie Frances Kakugawa’s book shortly after my first introduction to this organization … the NCPA Book Awards Banquet 25 April 2008 at Luau Garden, and the combined Conference 26 Apr 2008 at the Red Lion Hotel.

Thanks to this event and the encouragement and help from all NCPA members, I was fortunate to have a non-fiction short story included in a Harlequin Inspirational Anthology, have learned how to self-publish through lulu.com several cookbooks, noniedoodles’ doodle color books, non-fiction cat books plus more, and have actually become an award-winning published author with the opportunity to sell at the California State Fair's Authors Booth the past 3 years.

And as everyone surely knows by now, to get firmly immersed in all-things NCPA, almost immediately after that Conference … including most recently, newsletter editor, which brings us to the reason for this article on reviews.

A long, convoluted story as to why I ran across this review that I wrote a little over 9 years ago: This morning Fox40 TV had a piece on the recent “Hacking of Equifax”, and how to get rid of your privacy info on-line: (Pipl.com, enter your name, Email or address…)

I went there, saw my name a bunch of times (most of whom weren’t me; I had no idea there were so many Norma Jean Thornton’s out there, some even criminals: Definitely not me), found some genealogy stuff, and a few other things, but the most intriguing, was all of the reviews I’ve given over the years on Amazon. Don’t even remember doing most of them, but of course, I had to read them all, just to see what I thought back then, and how I wrote that long ago … not bad, I must say, and most of them were even found helpful to others.

Sorry … got sidetracked again. I quit looking up my name once I read this thing on Frances, because it gave me an idea for the newsletter.

For those few who read all the way down to here, I’m throwing out the challenge

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

I’m starting it off with that review I wrote to Amazon back in 2008, about France Kakugawa’s book, “Teacher, You Look like a Horse”

PAGE 5 HAS MY COMPLETE AMAZON REVIEW OF FRANCES KAKUGAWA’S BOOK:
Outstanding! Should be mandatory reading for ALL teachers, young and old, new and "used" Customer rating 5.0/5.0 May 7, 2008 By Norma Jean Thornton : 2 of 2 found this helpful

TEACHER, YOU LOOK LIKE A HORSE

I met Frances at an NCPA conference dinner last week, where we were both new to NCPA, and sat next to each other. We talked about the children's book she had written (Wordsworth Dances the Waltz), and the following day at the conference, because I had chatted with her, and always am anxious to support a fellow author, I purchased that children's book.

Alongside it on the book table was her "Teacher, You Look like A Horse." I thumbed through it because of the title (I was unaware she had been a teacher), and was totally hooked in the first sentence (re the choice between being a teacher or a prostitute.) This lady -- quiet, mild-mannered, elegant, gentle, classy, and any of the other positive adjectives one could think of to describe her -- totally surprised me in that one sentence.

I had to have the book.

And boy, am I glad I bought it; I don't know what I expected, but it was absolutely nothing like whatever that might have been.

If every single teacher that has "touched," is "touching," and/or will "touch" each and every one of our children (in the purest way, and not this crazy world of "PC") could be as honest, genuine, loving, caring and concerned about all of the children in their classes, as this wonderful lady, we'd have a much better world, and in my honest opinion, crime by children would be decreased immensely.

I can't praise Frances enough for her words in the book, and for the impact she had on those absolutely fabulously lucky kids she taught.

At times while reading, I shed a tear at the plights of some of the children, and how fortunate those children were to have had Frances as their teacher in their times of need.

I just wish my kids and grands could have been, or could be, so fortunate, as to have (had) her as a teacher.

Please -- don't just take my word for it; buy the book. You'll be glad you did. Unless you have a heart of stone, you can't help but be!

I'm so glad I sat next to her that Fri night, or I might never have been fortunate enough to have purchased her book.

Editor's Note: I left it just as I had written it in 2008, mistakes and all. Now it's your turn to send your own reviews of your favorite NCPA author's books, and I'm calling you out!

I specifically challenge the following dozen to choose your book and get busy: The entire NCPA Board... Sharon, June, Amy and Tom K.... along with Frances K., Daniel Babka, Elaine Faber, Bitsy Kemper, Kim Edwards, Richard Steele, Pacho and Elva.

Another dozen will be targeted next month, and continuing, until everyone has been asked to send a review of a fellow NCPA member’s book. You don't even have to take time to read a book, and it doesn't have to be a new review ... if you've already done one elsewhere, bring it on over, like I did this one, just as long as it's an NCPA member/ author’s book.

The purpose is to help other members market their books ... we'll all know more about those books reviewed, and if the authors are at our Holiday Book Display at the December meeting, that review might possibly spark some interest in helping sell the book ... marketing at its best!

Not limited to just those 12 names listed above. I'll happily take as many reviews as I can get ... Anyone can send a review, even if you aren't an NCPA member, but ONLY reviews on NCPA member/author's books will be accepted. If reviews overpower the newsletter, we'll do a special edition or two, just Book Review-related. Would be great if that actually happened!
UPCOMING WRITER/ PUBLISHER/ BOOK SELLING EVENTS

Elva Anson’s Book Launch is Sat 21 Oct 2pm-4pm Fair Oaks Presbyterian Church Social Hall ... she’s sending book info later (they’re leaving Friday the 15th for her 68th High School Reunion in Reedley
(Editors Note: Quinky-dink: both my kids were born in Reedley!)

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 the 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. 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 14 October 2017~ 1:00pm-5:00pm, Walnut Grove Library**  
  (Note DATE CHANGE) More info on page 7
  
- **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**

MORE TO COME as Andrea gets more info ~ in the meantime, 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

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 Oct, Nov or Jan for the 4 hour Publishing Seminar. Choice of hours would be 10am -2pm, 11am-3pm, 12N-4pm OR 1pm-5pm

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 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.
COMING TO MEET THE AUTHORS

Saturday 14 October 2017 – 1:00pm to 5:00pm...

Walnut Grove Library
14177 Market Street, Walnut Grove, CA 95690

The following 10 authors will Sign, Sell & Share Excerpt-Reads from their books:

- Daniel Babka – author@DanielBabka.com
  - David Caraccio
- Terris McMahon Grimes –
- Lorraine Holden – dontgetthin-gethealthy.com
- Catherine McGreevy –
- Liam Alden Smith – http://www.amazon.com/Reward-Oolyay-Liam-Alden-Smith-ebook/dp/B00L08Cn6K
- Naida West – www.bridgehousebooks.com

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 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 … Register by 31 Dec 2017 & Save $25 - $50

*NOTE DATE CHANGE*

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

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

The Pen & Press, Northern California Publishers & Authors
Vol IX ~ September 2017
For the past two years, English and Journalism teacher, plus prolific author of more than 30 published books in just 7 years, Michelle has been one of the Judges for our NCPA Books Awards. Her topic “Making Your Characters Breathe” will be about Character Development, and she’ll tie that in to what she looks for when judging.

**Bio:** M. L. (Michelle) Hamilton teaches high school English and journalism in Central California. Since her earliest memory, books have been an integral part of her life, so pursuing a teaching what she loved came naturally. However, she always dreamed of publishing novel.

That dream came true. Her first novel, Emerald, was published by Wild Wolf Publishing in 2010. Since that time, seven books in the World of Samar series have published. In 2013, the Peyton Brooks’ Mysteries were born, allowing her to branch new genre.

After seven novels in that series, she the main character into the FBI. In 2014, she the Avery Nolan Adventures, an urban fantasy series set in beautiful Lake Tahoe.

In addition to teaching and writing, she has three sons, two dogs, and three cats. And sometimes a stray rabbit living under her deck.

For M.L. Hamilton Books …http://www.authormlhamilton.net/

For Michelle’s Editing Services including price list & to see her gorgeous black cat on the keyboard: http://blackcatediting.weebly.com or by Email: blackcatediting17@gmail.com

**LOOKING FOR AN EDITOR?**

Our November speaker, M.L. Hamilton (Michelle), has been a judge the last two years, for the NCPA Book Awards, and has decided to branch out into editing. She has a new website for the editing services, http://blackcatediting.weebly.com plus a separate Email: blackcatediting17@gmail.com

Her qualifications for doing editing are impressive. As she says on the website, “I am a published author with more than 30 books to my name. I have also been a high school English teacher for the last 25 years, so believe me, I've seen it all. In addition, I’ve taught journalism for more than 20 years.”
from Lulu.com

As many of you know, I (Norma Jean, NCPA Editor) use Lulu.com to self-publish, and am totally happy with them. I just recently realized they provide a variety of tips, suggestions, ideas and other things about stuff related to writing, in the Emails they send out for the shipping specials they frequently have.

I’ve found these things extremely helpful, so I’m sharing with you, starting with the most recent one, Author Blogs … I suggest you click on the very long URL at the bottom of this article, and read their suggestions and tips, including the sites and resources they provide. It’s a short 10 minute read, and if you don’t have a Blog, have been considering a blog, or have questions, this is well worth your time:

AUTHOR BLOGS

from Paul@Lulu (edited a bit)

I’ve started you off with their introduction. The rest is up to you, once you give it a click:

If you didn’t know it already, being a self-published author is no easy task. Not only will you be producing all your own content, but you’ll also be promoting all that content. The independent author is a writer, editor, designer, and advertiser all in one. Just thinking about it may be overwhelming for many.

It’s a lot of work; day in and day out a lot of work. It may not be work that offers significant financial rewards, but if you’re an author and you’re dedicated, there are a number of ways to promote yourself, share your work, and ultimately get more readers for your book.

We’ve looked at a lot of methods in this blog, and last week we went into detail about some of the social media platforms that you can employ. (Note: Clicking on this one will also give you a bunch of info on Twitter, FB and more!)

Social media alone isn’t enough though. Most importantly, you’ll need somewhere to point your social media audience – a location to buy your book and engage with your readers on a personal level. There are two primary means to achieve this: an author website and a blog.

Today, we’ll look closer at the latter.

An author blog serves a couple of purposes. Primarily, it gives you a chance to capture emails through a subscription. And you can offer small bits of content to build trust with your readers. They’ll see your skills on display, and may be impressed enough to buy your book.

Your author blog will be the best means of developing yourself as an authority in your genre or field of knowledge. A blog is a unique and enduring tool. We encourage all authors to get familiar with, and use it, as a part of their regular writing habits.


Enjoy this blog? Please spread the word :)

Editor DISCLAIMER: I receive no monetary interest from Lulu … instead, I give them money! I’m just spreading the word as they asked, and because I do enjoy Paul@lulu’s articles, they’ll be an ongoing section in upcoming newsletters.
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 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/*
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**Note that the Executive committee consists of president, vice president, secretary, treasurer, and communications director, the five elected officers**

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

Meetings are always FREE ~ Visitors are always welcome.

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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