*Meetings*

Visitors are always welcome! There is no charge to attend. Meetings run from 7 to 8:30 p.m., followed by coffee and refreshments.

Meetings through 2000 will be held in the SMUD community conference rooms, 5026 Don Julio Boulevard (at the corner of Elkhorn Boulevard) in northern Sacramento. View a map of the meeting location by visiting the SPA Web site, www.sacpublishers.org. Call (916) 974-0764 for more information.

The following programs have been planned:

**September 19**
Panel of Book Store Managers and Representatives
- What to do when writing, designing, and publishing our books to improve their marketability to book store owners and distributors
- Improving in-store book visibility
- Samples of books that sell
- Book signing tips
- How to make contacts

**October 17**
Alternate Marketing Channels
- How to sell our books outside the standard book sellers and distributors: book fairs, libraries, premium sales, educational venues, author/publisher Web sites, online bookstores, speaking opportunities, and more!

**November 21**
Annual Holiday Book Sale and Party!
- Bring in copies of your books
- Visit with other SPA members

**December 19**
No meeting. Enjoy the holiday season!

**Meeting Changes in 2001**
Beginning January 2001, the Don Julio Blvd. SMUD building will no longer be available for meetings. The new location will be the SMUD auditorium at 6201 S Street, Sacramento, off Highway 50 between 59th and 65th streets. A link to the new location map will be posted on the SPA Web site before the January meeting. Parking is available in the semicircle in front of the building and in the west parking lot. Meetings will be held the fourth Wednesday; the current meeting night was not available at the new location. The meeting dates for 2001 are:
- Jan 24
- Feb 28
- March 28
- April 25
- May 23
- June 27
- July 25
- Aug 22
- Sept 19
- Nov 28

*Call for News Clippings about SPA Members’ Books*

Danne Mulrine is developing a binder of articles on the SPA and its members. The binder will be displayed at meetings to show guests the range of our talents. She already has some articles dating back to 1990 but may have missed yours!

Articles collected so far include:
- 1990 article on Jack Everett’s Focus on Finances
- 1996 article on SPA and other self-publishing groups
- 1997 article on Naida West and her book, River of Red Gold
- 1999 articles on Jack Everett’s The Submarine Patrol and the Wake

Truth About Trusts
March 2000 article on Philip Montrose’s Tips and Tools for Getting through to Kids
April 2000 article on SPA awards, winning books
May 2000 article on Fran Pendleton’s baseball memorial work
June 2000 article on SPA itself
June 2000 article on Jack Everett’s being a Franklin Awards finalist
July 2000 article about Bob Dreizler

Additionally, Karen Gedig Burnett is collecting book covers as well so that guests will get an idea of the range of interests of our members.

If you have news articles featuring any of your books or a book cover, bring a copy to a meeting or mail it to: Sacramento Publishers Association, P.O. Box 69954, Sacramento, CA 95860. Please check when mailing that you have enough postage. A 33-cent stamp normally covers only 3-4 letter-size sheets of paper.

*Promote - Educate - Network*

Sacramento Publishers Association
P.O. Box 60954
Sacramento CA 95860
(916) 974-0764
www.sacpublishers.org

Promote - Educate - Network

Internet for Beginners, a nine-week class taught by SPA member Larry Rodrigues, begins Oct. 21. The fee for the American River College classes is only $16.50. No computer skills required! Call Larry at (916) 481-1877 for more information.

Join us at the next SPA meeting on Sept. 19!
By Danette Mulrine

Promote – Educate – Network

I hope all of you had wonderfully full and vibrant summers with your families and friends. As for SPA, what a summer this has been!

We started in June with the wonderful coverage of our organization in Neighbors, which led to an overflow crowd at our July meeting. In mid July many members participated in a cooperative marketing effort at the Sunrise Mall hosted by Walden Book Store.

In August a journalist from India, here visiting family, called the SPA office to talk to some American self-publishers.

He told us about the great interest in American books and began writing an article when he returns, so who knows, SPA may be going international. Anyone want to sign up for the Calcutta book fair next year?

We have started to get some requests for SPA members to speak at various events, so I am starting a list of inter- ested SPA folks and industries. If you would like to be on the list, let me know.

For our own meetings, Karen is starting to talk to speakers who promise to make our Fall meetings a must-attend events.

The Pen & Press is published quarterly by the Sacramento Publishers Association, a coalition of independent self-publishers and professionals. All newsletter content, unless otherwise attributed, is copyrighted by SPA. Material from this newsletter may not be reproduced in any way without written consent of the copyright owner.

For more information and to inquire about membership, or entering any PMA market- ing seminar, contact Danette Mulrine at dmulrine@ravenwoodpub.com or her husband Chuck at chuck@lovemysauces.com. Marketing and Publishing, 8512 Rosemary Way, Elk Grove, CA 95624. Tel. (916) 393-0500, fax (916) 393-0501.

The seminars will be lead by publish- ers, editors, and marketing professionals who will give presentations on different subjects related to self-publishing. The seminars will be held on:

Wednesday, Oct. 18, 9 a.m. – 4 p.m.

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The Ongoing Technology Challenge for Small Publishers

By Dee Linton

The world of small publishers changes every day, or so it seems. When writers created books in long-hand, which were typeset and then printed and distributed to bookstores, libraries, and individuals, file format wasn't an issue. Today books are almost always written on personal computers. They are typeset on personal computers and, with e-books, printed on personal computers for distribution via the Internet or other networks for use on personal computers. We do this daily. Just five years ago we never even dreamed of sharing books this way.

Most books, both text and artwork, are now submitted to printers as digital files. Graphic artists who could not make the shift from manual layout and creation have been left behind. The same is true of most authors: if you, as an author, don't provide your publisher with a digital copy of your book, you probably won't have a publisher. Publishing, often a cost-determined process, is more cost-effective in the digital world.

Book publishers today create final book layouts using a wide variety of tools and then submit them to their book printers in a standard exchangeable format, typically Adobe's portable document format (PDF).

More books are submitted as PDF files for printing than in any other format today. The PDF format is not specific to any single page layout software program. It doesn't matter if the book layouts are created on Macs or PCs, or if the publishers use Quark, PageMaker, or WordPerfect to lay out their books. This change to a single compatible digital file format came about in less than five years. Book printers have greatly streamlined their production process to take advantage of this change.

For instance, two of the standard deliverables in the book printing and publishing business have almost completely disappeared.

In the past, printers provided blueline copies for publishers to proofread carefully prior to printing. Today proofreading should be completed before the book is submitted to the printer.

The second is the galley copy. Publishers today have little or no need for galley copies, except that many reviewers still require a galley copy or the book won't be reviewed.

To meet this requirement, publishers have created the faux galley for use only by reviewers. Publishers may actually take a bound final copy of their books and scuff up the cover, or even rip it off, so that a galley can be created to send to reviewers.

Independent publishers must not only have great books but also keep up with the changes in markets and technology—and respond to these changes. Keeping up with change isn't a matter of being a technological gadfly; it's a matter of adapting to survive.

Small publishers must ensure they get the maximum sales for their books, usually by publishing them in multiple formats. You may need to have a paper

back edition as well as different hardback and library editions.

You may also need to have multiple e-book formats to suit a wide range of e-book readers.

At least seven different e-book formats are used today in the U.S. Large publishers may be able to pick one e-book format to sell through one single channel of distribution. But independent publishers feel the pressure to meet the output needs of as many book buyers as possible. Some of these formats may disappear while continued on page 2. Technology
Technology, continued from page 1

merges into its new standard format. But I’m not prepared to guess which formats will survive. I expect the move to e-books I wanted to hold, touch, and smell what I considered “real” books, and hold out as long as I could. But this year many publishers began to create e-book versions for sale to readers in addition to traditionally bound books. When I wonder why I resisted this shift.

The book, Eye of the Bear: A History of Early California, is 632 pages long. It contains a glossary of terms, extensive endnotes, and a map of central California’s native villages, Spanish establishments in 1825, and Central Valley battlegrounds where in 1862 the united nations peoples defeated a professional army in an almost totally unsung war. When released from the hospital, she will need to recuperate for several months. The SPA board has agreed to share her duties until Danette recovers.

Speakers Bureau

Several organizations have already requested that SPA members discuss publishing and the SPA at their meetings. If we generate more publicity, we can expect more requests. Speakers should prepare a brief biography and list of subjects in which they are prepared to speak. Typical outside organizations include the Friends of the Library and writers’ groups. All program information is available at http://www.sacpublishers.org/Meetings.html. Contact publicity and awards VP Andrea Patterson at apatterson@cs.com to volunteer to speak at outside organizations or to learn more about the Speakers Bureau.

President’s corner

As you may already know, SPA president Danette Munro has been gravely ill since October. At the time this newsletter was printed she was still in the hospital recovering from a series of operations.

When released from the hospital, she will need to recuperate for several months. The SPA board has agreed to share her duties until Danette recovers.

Andrea Patterson

The first English self-publisher was William Caxton. A textile merchant based in Bruges, Caxton was also a writer. His translation from the French of the Romance of the History of Troy, published around 1475, was the first printed English-language book. Two years later Caxton returned to England, setting up a printing house that published still-studied works such as More’s Utopia and The Canterbury Tales, and establishing the independent publishing tradition followed by members of the Sacramento Publishers Association. The Pen & Press honors the legacy and contributions of the publishers who embraced the new printing technology.

Today, in our own times, advances in desktop publishing combined with the inexpent electronic publishing industry have led to a rebirth of independent publishing that parallels the excitement created by the Gutenberg printing press.

Awards

Memberships expire!

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Sacramento Publishers Association

November 15

Deadline for submissions for the ForeWord Magazine’s Book of the Year Awards 2000

ForeWord Magazine’s Book of the Year Award brings increased attention to the achievements of independent publishers and their authors. Winners and finalists will be selected from 37 categories, and e-book submissions are welcome in all categories.

Contact (213) 933-3699 to request a brochure or visit www.forewordmagazine.com/bookoya.asp for more information.

January 24

SPA meeting

The January 24 meeting will focus on “Understanding Web Advertisers/Distributors: What do they want from self-publishers and small presses?” According to program VP Karen Geogd Burnet, the meeting will be “truly awesome.”

Representatives from Baker and Taylor, Bookpeople, and Independent Publishers Group (IPG) have committed to attend this meeting.

This program should be very informative and provide self-publisher with an opportunity to make contacts—and find out who to contact,” Karen said.

“Self-publishers have been in the book business many years and have a wealth of knowledge,” photo.