Each One Reach One
By Andrea W. Patterson, Publicity and Awards

April 28 marks the seventh annual book awards program for the Sacramento Publishers Association. It is a time to celebrate the achievements of members who have distinguished themselves. As in the past, you will be pleased with the quality and calibers of the books and winners.

Departing from the tradition of holding the ceremony on a meeting night, SPA is partnering with the Publishers Marketing Association to hold an all-day seminar and luncheon at which award winners will be featured.

We ask members and friends to support the workshop and your peers by attending the seminar and luncheon. Winners will be announced in five major categories, which include the coveted Gold, Silver, and Bronze awards. How can Each One Reach One? We need each member to post a workshop notice at your work site, in your neighborhood library, or with any association in which you belong. Let your imagination be your guide.

Conference information can be downloaded from the SPA Web site, www.sacpublishers.org, or by calling Andrea Patterson at (916) 393-0560.

Support your SPA — Each One Reach One!

The Good News Just Keeps On Coming for SPA Members

The topic of our next meeting, Surviving in the Publishing World, is particularly apt considering the contents of this Good News column. What does it take to survive? Hard work, perseverance, and creativity. Read and learn from other members.

Naida West of Bridge House Books is busily promoting her latest book, Eye of the Bear. She has a talk and book signing scheduled for the Daughters of the American Revolution (DAR) state convention in Fresno on March 11, at a Sacramento SAR meeting on March 17, at the McHenry Museum in Fresno also on March 17, at Barnes & Noble on March 22, at the Museum of the Sun Ramon Valley on March 24, at an AAUW luncheon on April 7, at Bonanza Books in Walnut Creek on April 10, and at the Gulf Historical Society and Friends of the Library meeting on April 24.

She has also arranged a tour of the battlefields from Eye of the Bear. The tour, handled through Cultural Arts Tours (www.cattours.com), departs from Sacramento with Naida on board to discuss the history behind Eye of the Bear and sign books. Tours are scheduled for March 29 and April 28.

In addition, Naida has set up a TV interview on Artvoice’s Forum Live for April 8 in Calaveras County. She’s working on a Sacramento Bee story and isn’t certain when it will run.

Naida’s previous book, River of Red Gold, is now required in the following courses around the country: History, literature, anthropology, geography. In Sacramento county it is used at American River, Cosumnes River, and Sacramento City College.

Asides researching, writing, and publishing Eye of the Bear, Naida has just published two other books. What makes the hard work worthwhile? “The many letters and e-mails from ordinary readers who say such nice things,” Naida said. “In the case of [publishing] From Hell to Jackson Hole, the crying need for the poems of this extraordinary poet to be collected in one place. He proves that, as Thomas Carlyle wrote, ‘History is the essence of innumerable biographies.’”

For Seventh Child, Naida needed to get her uncle’s work published before he was no longer in the world. “The typesetting and editing was a wonderful journey of discovery about the most important person in my life,” she said.

Other Sacramento publishers are also hard at work promoting their books creatively. Janice parson of Coleman Ranch Press and author of California 1850: A Snapshot in Time took delivery of her second printing this month, exactly one year since the first printing—3,000 at a crack! A second printing was necessary because sales have been going extremely well. Ingram and Baker & Taylor order fairly regularly and Midwest Library Services is a regular, as well. She suspects the latter wholesaler has been receiving orders from California county/ city/college/high school libraries as a result of targeted e-mails. Janice has sent introducing her book to these facilities. Janice has been doing some museum event book signings and has several local bookstores scheduling readings this spring. She also has found “festivals” to be a lucrative market for her book, although sometimes it’s a little scary to front a sizeable booth fee.

Meet SPA’s newest members:
- Scott K. Smith
- Paul Sweeney
- John Grisham
- Richard Nixon
- Ezra Pound
- Henry David Thoreau
- Walt Whitman

Okay, the last five didn’t join… April Fools! But they could have, since all five self-published at least one book.
Promote – Educate – Network

President’s corner

Thank you for all of your thoughts and prayers. They have definitely made a difference in my recovery. Members, nothing is more valuable than your time and how you choose to spend it. At our May meeting you have a chance to volunteer some of that valuable commodity to the organization.

All officer positions are open. Many of our current volunteers are “retiring” from duty so we need all of you to consider giving the organization a year of more involved service. Generally that means attending a board meeting every couple of months, assisting in planning programs or events and/or putting some time into the newsletter or Web site or outreach to media or other organizations and attending member meetings as often as you can.

If you are interested, drop me an e-mail: dmsmurnine@rooseveltpub.com

Too, please plan to attend the SPA/PMA conference on April 28. SPA will get some of their proceeds as part of our fund-raising ventures. Our annual book awards will be featured at the noon luncheon and, from what I understand, we had a great set of books in the running. Support your local organization by choosing to spend it. At our May meeting Charles A. Bellissino, Past President/Advisor

Theされています。osa Barton, who has shared her e-books expertise at SPA meetings, has a new author page at www.ebooks.net

Chuck Bellisino, Marcus Kimberly, Publishing, has scheduled a book signing at the Kunde Estate Winery in Petaluma on March 27, followed by a poster sale. Her framed poster art will proceed. Come to the Sacramento Publishers Association Round Table Meeting.


Meetings

March 28

SPA meeting Surviving in the Publishing World Whether you have published or plan to publish, your goal is to survive and thrive. What are some steps to take to help ensure your success? What avenues should you follow? Successful member small publishers will discuss:

• Marketing directions they took to survive
• Mistakes they made along the way
• Blindside ideas
• Plans for the future

For the story telling Paula narrates her children’s story, The Grand Palace of the Gold Country. The Southern California Book & Author Festival Central Coast Book & Author Festival Central Coast Book & Author Festival Central Coast Book & Author Festival Central Coast Book & Author Festival

The winners of the seventh annual SPA Awards will be announced during lunch. The Sacramento Mini-Publishing University will be held April 25 at the Four Seasons Hotel. The non-member cost is $40 per person or $75 for the full day, including lunch. Members pay only $30 per semi or $65 for the full day, including lunch. Return the enclosed registration form today!

The Pen & Press is published quarterly by the Sacramento Publishers Association, a coalition of independent self-publishers and small presses. All newsletter content, unless otherwise attributed, is copyrighted by SPA.

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Sacramento Publishers Association PO. Box 69154 Sacramento, CA 95816 (916) 974-0764 www.sacpubs.org

Promote – Educate – Network

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Sacramento Publishers Association

Page 3

The Pen & Press
Meetings

The July 25 SPA meeting will be a members-only meeting at an alternate location.

Remaining regular meeting dates for 2001 are Sept. 26, Oct. 24, and Nov. 28. Visitors are always welcome at regular meetings! There is no charge to attend.

Meetings run from 7 to 8:30 p.m. and are held the fourth Wednesday of each month in the SMUD auditorium at 6201 S Street, Sacramento, off Highway 50 between 59th and 65th streets.

A map to our meeting location is available at our Web site at www.sacpublishers.org/calendars/meetings.html.

For more information contact Janice Marschner at (916) 393-9032 or e-mail janicem@cwo.com.

Book review

Book Design and Production for the Small Publisher

Malcolm Barker

Londonborn Publications

0-93023-508-8 $24.95

Malcolm Barker’s Book Design and Production for the Small Publisher is an outstanding manual for the small publisher or the self-publisher. It provides a working knowledge of the basic traditional principles of book design and explains how they can be adapted to the specific needs of almost any type of book being currently published. Book Design and Production for the Small Publisher contains 100 illustrations, including several sample layouts from small press books.

Reviews courtesy of the Midwest Book Review, publishers of the Internet Bookwatch and Children’s Bookwatch, which are available on the Midwest Book Review Web site at www.execpc.com/mbr/bookwatch/.

Thank You

Special thanks for brightening the April Book Awards Ceremony to:

• Gary Chew of KXPR for serving as MC

• Wendell Fishman, Warren Jones, and George Riley, the jazz combo: (530) 902-3733

• Poppy’s Digital Copies & Printing: (916) 446-3475

• Sandy Martin-Dodds for her poetic dramatization: (916) 391-8620

• Jan Nathan of PMA for presenting awards

• Chris O’Connor for programs: (916) 608-6882

• Aynia Sheppard for certificates: (916) 393-0500

Promote – Educate – Network

For the latest SPA news subscribe to the SPA e-mail discussion list! Visit http://groups.yahoo.com/group/SacramentoPublishers/join or send an e-mail to SacramentoPublishers-subscribe@yahoo.com.

Please note the new SPA address and phone number!

Sacramento Publishers Association

P.O. Box 161083

Sacramento CA 95816

(916) 444-0117

www.sacpublishers.org

RETURN SERVICE REQUESTED

New SPA Board

Welcome our newly installed officers for 2001-2002.

President – Bob Dreizler

Vice President – Joan Barsotti

Treasurer – Jon Sole

Secretary – Terry Prince

Membership – William Kennamore

Programs – Janice Marschner

Publicity (interim) – Janice Marschner

Awards – Andrea Patterson

Publicity – Andrea Patterson

Chief Judge – Terry Prince

Speakers Bureau – Dee Linton

Hospitality – Karen Gedig Burnett

Mail Box – Denise Browne

SacPub-Speakers@yahoogroups.com

Connect with the SPA’s most valuable benefit: other members. Use these ad-

ables that can affect a site’s success:

• How well constructed is the site? Are you making the most of your opportunities?

• How built up is the site? Are there forms that let people order on the spot? An 800 number is fine, but unless visitors are using their own phone line for surfing or they’re outside the United States. Do pages load quickly? Is the site easy to navigate? Is there real information there, or just sales hype? People go to Web sites looking for information. Providing that information, then leading
to the books that provide more information with a strong call for action is an important part of a successful Web site?

• How visible is the site? What if you constructed a Web site and nobody came? It happens all the time. With a one-on-one medium like the Web, traffic is imperative. Is the site listed in search engines (the directories that most people use to find things on the Web)? Has the publisher or webmaster established reciprocal links with other sites that cover your subject matter?

• Is the publisher conducting on- and offline marketing? Is someone particip-
ing in e-mail lists and newsgroups, letting people who will be interested in the site know where it is and what it offers? Has the site’s URL (Uniform Resource Loca-
tor, or site address) been integrated into all print materials—letterhead, press releases, brochures, ads—and broadcast appearances?

• All of this is so new to most people,” says Westheimer, “but it’s not something you can ignore. When we first launched our site more than five years ago, we spent a lot of time explaining what the World Wide Web is. Few people had e-mail.

“Today, nearly 79 percent of publishers have Web sites. Still, this is only the beginning, the Gutenberg Age of a tech-
nology that will be as pervasive as television.”

To learn more, visit bookzone.com, call 1-800-536-6162, or e-mail bookzone@bookzone.com.

Article courtesy of BookZone

Summer 2001 Sacramento Publishers Association

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The Pen & Press

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Sacramento Publishers Association

Vol. 2, No. 1

Summer 2001

Two Positions Open!
The positions of Webmaster and Newsletter Editor are now vacant.

For more information contact SPA President Bob Dreizler at 444-0117 or rsonyay@att.dcom.

Introducing...

Our membership continues to grow! A great big welcome to the new SPA members:

• Earline L. Ames

• Denise Browne

• Janice Covel

• Anthony Focolarelli

• William Kennamore

• Percy MCM anus

• Carolyn Walkier

• Lila Westmore

• Hispa Printing Limited (Canada) has joined the SPA as an Associate Member. Ask questions about printing your next book project or request a printing bid. If you are in the planning stages, you can call 1-800-304-3553 and ask for a bound example of the print papers and inks used at their shop.

Several of our new members have taken the plunge and volunteered to serve the SPA organization. William Kennamore has volunteered to be the SPA Membership Chair, and Denise Browne has volunteered to coordinate post office duties. Thank you both for volunteering to support the SPA!
Presidents corner

By Bob Dreizler

It was a dark and stormy night when I first attended a meeting of an organization of local authors and publishers, certified ones as well as aspiring ones like me. Since then I've churned out short stories and met some great people. I've also learned much about the exhilarating but often dysfunctional book business at monthly SPA meetings.

As the new president of SPA, I hope to help welcome more members while providing ongoing benefits to current members. However, for this to happen, I need your help.

Exciting programs are the keys to unlocking the potential of our organization. If you have an idea for a program or know of a fascinating local speaker, please contact program chair Janice Marschner, (916) 393-9032 or janicem@cwo.com.

Try to attend as many meetings as you can. In addition to updating your knowledge of the organization, it is a great opportunity for networking. I invite a friend, author, publisher or book industry professional to attend with me. I look forward to seeing all of you (and possibly a friend or business associate) at one of our future meetings.

New programs are the keys to unlocking the potential of our organization.

Parting Thoughts

By Domette Mulrine

I am pleased to see such a broad representation of new and old members on the new SPA board, a big change from two years ago when I stepped (or that pushed?) into the presidency. The member programs are another sign of SPA's continuing to be a vibrant organization.

As those of you who are "regulars" can attest, there is a lot of interesting information exchanged. In addition, almost everyone goes away feeling a huge boost of support from each meeting that carries into the next month.

The organization works because of each one of you who takes the time to participate by attending meetings and offering ideas, assistance, and support to the rest of us who are playing away at making our books come together and sell. Let's keep being there for each other.

Pamela Sweeney will be interviewed regarding his book My Greatest Accomplishment on Channel 10 by Jennifer Smith and Dan Elliot during their program (11 a.m. - noon) local show on Tuesday, July 3.

Pam has also been successfully promoting marketing-crunch-earthlink.com and at the American Library Association annual meeting in San Francisco.

Tatia West has been getting un-solicited, excellent reviews on Eye of the Bear: A History Novel of Early California. One review was from Cuttallca, a long and thorough review was printed in the Colin Record.

The Colin Record review ends: "If you have enjoyed adventure books like Clan of the Cave Bear by Jean Auel, you will love this book. If you want to learn more about the history of California, you will love this book. If you are intrigued by native American culture and spirituality, you will love this book. Even if you just want a rollicking good read, you will love this book.

Janice Marschner was featured in the June 25 edition of the Oak Knoll Press newsletter. Janice also promoted her book at the Book Reader annual meeting in San Francisco (January 2002), Atlanta (February 2002), Los Angeles (September 2002), and Chicago (October 2002). The local author was interviewed on Channel 10 by Jennifer Smith and Dan Elliot during their program (11 a.m. - noon) local show on Tuesday, July 3.

Seminar sponsors are Writer's Digest, San Francisco, at a book signing at the American Library Association annual meeting in San Francisco and at the American Library Association annual meeting in San Francisco.

The annual meeting was held in San Francisco (January 2002), Atlanta (February 2002), Los Angeles (September 2002), and Chicago (October 2002). Other seminars will be held in San Francisco (January 2002), Atlanta (February 2002), Los Angeles (September 2002), and Chicago (October 2002). The local author was interviewed on Channel 10 by Jennifer Smith and Dan Elliot during their program (11 a.m. - noon) local show on Tuesday, July 3.

Speakers Bureau

PMA and Publishers Weekly have organized a series of professional seminars to help people sell more books. Attendees who are not PMA members will receive a one-year complimentary membership discount for attending half the seminars. Please contact Dee Linton at (916) 974-0764 or dlinton@rarcenwoodpub.com to volunteer to speak at outside organizations or to learn more about the Speakers Bureau.

Publishing Seminars

PMA and Publishers Weekly have organized a series of professional seminars to help people sell more books. Attendees who are not PMA members will receive a one-year complimentary membership discount for attending half the seminars. Please contact Dee Linton at (916) 974-0764 or dlinton@rarcenwoodpub.com to volunteer to speak at outside organizations or to learn more about the Speakers Bureau.
Meetings

Visitors are always welcome! There is no charge to attend.

Meetings run from 7 to 8:30 p.m. and are held the fourth Wednesday of each month in the SMUD auditorium at 6201 59th Street, Sacramento, off Highway 50 between 59th and 65th streets.

A map to our meeting location is available at our Web site at www.sacpublishers.org/calendar/meetings.html.

For more information contact Janice Marschner at (916) 393-9022 or e-mail janicem@sacpubs.com.

Sept. 26

How to Structure the Written Word

Joan Packard, MA, MFCC — author, instructor, lecturer, consultant, and therapist — will discuss NeuroLinguistic Programming and how it can be used in writing and editing your book.

An expert on NeuroLinguistic Programming, Joan will tell us how to use the criteria strategies of this unique communication model to get attention from our book readers and the recipients of our marketing and publicity pieces.

Oct. 24

Publicity Tips from an Expert

Kerry Maggin of KMA Communications will address the top three topics of our June survey — writing attention-getting press releases and other publicity tips, attracting media attention, and one part of developing a book marketing plan — the new book launch. This Bay Area publicist has extensive experience with launching best sellers.

Nov. 28

Understanding the Printing Industry

This program will focus on the ins and outs of book production and manufacturing — the fourth top choice on our member survey.

Three Important Dates

By Andrea W. Patterson

You could be the next SPA Gold Award Winner!

SPA members interested in participating in the 2002 Annual Book Awards celebration should be aware of three important dates.

First, entrants must be members in good standing (dues paid) as of Nov. 30, 2001.

Second, members must mail publications to Andrea W. Patterson, SPA Awards, 7740 Sleepy River Way, Sacramento, CA 95831, postmarked no later than Jan. 5, 2002.

Finally, SPA will announce winners at the Awards celebration in April 2002.

What the Book Trade Wants

By Pat Bell, Cat’s-eye Press

Pat recently helped select books that will be promoted through a PMA program that helps members get wider trade distribution. Here she shares the review criteria that caused books to be rejected.

1. Production values. Increasingly, books are rejected for poor interior layout — ugly books just don’t sell. People are indeed looking inside the cover.

2. Subject matter. A Millennium book didn’t make the cut because of “down-trending” — meaning that the book was too late for the subject. Too many other books already out on the topic was another reason for rejection.

3. Price point. A couple of beautiful photography or heavily illustrated books were rejected because they were priced at a point where the book selling people didn’t think people would buy. A few books were accepted pending a possible price shift.

4. Too regional for national interest. I saw a title or two that probably does very well in its immediate territory but wouldn’t cause most people in other parts of the country to pick it up off the shelf.

5. POD titles. The chains and the distributors reject out of hand any title from a dometon publisher (because of the non-returnable aspect). There also seemed to be some keenness of books that were printed by a POD producer because of lower production values.


The Pen & Press

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Promote — Educate — Network

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Visit http://groups.yahoo.com/group/SacramentoPublishers/join or send an e-mail to SacramentoPublishers-subscribe@yahoogroups.com

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www.sacpublishers.org

Editing: A Crucial Step in Preparing Your Book for Publication

By Sandra K. Williams

A publisher once told me he purposely didn’t have his manuscript edited before publishing, he wanted the book to sound just as though he were talking to the reader.

His concern shocked me speechless. Editing doesn’t remove the writer’s voice: editing removes the distractions that obscure the writer’s voice.

Reading a book with misspelled words, poor grammar, and sloppy punctuation is hard work. The reader has too constantly work, at deciphering what the rider mint.

What the Book Trade Wants

Additionally, a book with mistakes looks amateur. You’re going to have a harder time finding both distributors and reviewers if your book isn’t of professional quality. For example, the Midwest Book Review, which supports independent publishers, rejects books that are poorly written or have low production values.

Your manuscript won’t change from a warm personal account to a scientific dissertation just because it’s edited. An editor isn’t going to rewrite your manuscript; rewriting is an entirely different (and more expensive) task.

There are different levels of editing, and you and your editor should discuss what your manuscript needs before the work starts.

As SPA member and editor Carolyn Walker notes, “For all the grammar, spelling, and punctuation rules, editing is surprisingly subjective. Understanding the logic behind various conventions and knowing my client’s style, purpose, and audience help me navigate through the gray areas.”

You can request that only grammar, punctuation, and spelling be checked. You can ask the editor to make sure your manuscript conforms to a particular style, such as The Chicago Manual of Style. Or you can ask for suggestions to make your manuscript easier to read, like smoothing transitions between sentences and between paragraphs or rephrasing awkward sentences.

In all cases, you control the final changes to your manuscript.

Give your book a fighting chance at success: have it professionally edited.

Editing Resources:

Carolyn Walker
Phone: (916) 649-9242
E-mail: mwalker@carolynwalker.com
Nonfiction editing in a variety of subject areas including business and medical. Experience with all levels of editing: mechanical (punctuation, spelling, parts correlation, etc.), language (grammar), content (factual accuracy and logic flow), and permissions.

Sandra Williams
Phone: (916) 456-0625
E-mail: ssk@zollmannwriting.com
Editing and proofreading.

Pat recently helped select books that will be promoted through a PMA program that helps members get wider trade distribution. Here she shares the review criteria that caused books to be rejected.

1. Production values. Increasingly, books are being criticized and rejected for poor interior layout — ugly books just don’t sell. People are indeed looking inside the cover.

2. Subject matter. A Millennium book didn’t make the cut because of “down-trending” — meaning that the book was too late for the subject. Too many other books already out on the topic was another reason for rejection.

3. Price point. A couple of beautiful photography or heavily illustrated books


E-mail: mwalker@carolynwalker.com

Nonfiction editing in a variety of subject areas including business and medical. Experience with all levels of editing: mechanical (punctuation, spelling, parts correlation, etc.), language (grammar), content (factual accuracy and logic flow), and permissions.

Sandra Williams
Phone: (916) 456-0625
E-mail: ssk@zollmannwriting.com

Editing and proofreading.
**By Bob Dreizler**

**A new vision-focused board meeting** we discussed ways to expand our membership while staying true to the goals of SPA.

One suggestion was to change our name to Sacramento Publishers and Authors. Many members are not publishers but authors whose works have been published by independent publishers. By changing the name we will welcome more members in hopes of growing the organization and enhanc- ing the networking opportunities for current members.

**Speakers Bureau:**

**Promote Your Books and the SPA**

Other organizations are always looking for speakers who can share their expertise in publishing, writing, and other subjects. Sign up for the SPA Speakers Bureau to become a valuable community resource.

Speakers should prepare a brief biography and a list of their published works in which they are prepared to speak. Typical outside organizations include the Friends of the Library and writers’ groups.

Contact Jon Sole at demor@home.com to learn more about the Speakers Bureau.

**Co-Reviewers Database**

BookZone (www.bookzone.com) has put together a database so that publishers and authors can find appropriate reviewers. Use of the list is free, although they ask publishers and authors to share reviews they know about (hence the “co-”).

The reviewers database is online at www.bookzonepro.com/reviewers/.

**Exhibit Opportunities for PMA Affiliate Members**

The MidAtlantic Publishers Association has shared these opportunities. If interested, contact them immediately.

**NAIPA Trade Show**

Oct. 7

The New Atlantic Independent Booksellers Assn. (NAIPA) holds its trade show this year in Washington, DC. Hundreds of booksellers convene for this annual event.

To display your titles at this select audience of booksellers, send $25 per title (no more than two) by Oct. 1 to: Gregg Wilhelm, 4004-A Linkwood Road Baltimore, MD 21210

Pennsylvania Library Show

Oct. 14-17

Give Pennsylvania’s librarians a crack at your book. All books displayed face out. Send $25 per title (no more than two) plus one copy of your title and 10 bookplates (if desired) to: Betty Mackey, B.B. Mackey Books 440 Louella Avenue Wayne, PA 19087

Questions? For the NAIPA event, contact Kelley Eib at kelley@kobalt.com. For the Pennsylvania show, contact Betty at bmackey@prodigy.net.

**Good News**

**Pama Anawalt**

Abingdon Books, had a viewing of framed color posters from her book, the Washington, West- ern, and at www.paej.com in July. Also, a full page of excerpts was included in the front issue of Comstock's Business magazine.

**Janice Marschner**

Coleman Ranch Press, has redesigned her Web site, faxed, and sent 350 copies. She designed it taking into account what she learned at SPA's Web site meeting and PMA University, and then had her Web host make the changes. She plans to add a few things later, but she thinks her site covers the basics of a good author or publisher Web site.

**Terry Pringe**

has been elected president of the National Study Group on Chronic Disorganization, an organization created to explore the issues relating to chronic disorganization and to educate professional organizers and related professionals on these issues.

Terry will serve a two-year term. For more information about the NSGCD, contact them at (916) 962-6227.

**Naida West**

Bridge House Books, will have a book signing at the Museum Store. On Oct. 27. Friends of the Library event held in conjunction with CSUS. Besides leading a discussion on the craft of fiction writing, she will read and critique some first chapters.

She was also a featured author at Books by the Bay, an annual gathering of Northern California Independent Booksellers, on July 21.

Additionally, Naida’s Eye of the Bear is being used as a textbook in a CSUS Anthropology 2 course, even though the book technically is fiction.

Naida said, “Back in the Middle Ages when I studied Anthropology, novels were regarded as cheap, useless trash and any person in the field who wrote one was immediately sent downward on the social scale. Now, we have my ‘history novel’ become a textbook in that particular discipline makes my day.”

Get your good news in the SPA newsletter and send announcements to: sjones@williamswriting.com.

**What Do You Get for Your PMA Dues?**

**By Janice Marschner**

Some of you have been wondering if the PMA (PMA) affiliate discount for membership dues still applies. I finally received an answer from the SPA.

As SPA members, we are entitled to a $26 discount on the 1-employee category membership dues of $895.

Publishers Marketing Association (PMA) affiliate discount for membership dues still applies. I finally received an answer from the SPA.

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Publishers Marketing Association (PMA) affiliate discount for membership dues still applies. I finally received an answer from the SPA.
A Sneak Preview of What’s Ahead in 2002

Janice Marschner

In 2002 we’ll have another great year of programs for our SPA monthly meetings.

We’ll start off Jan. 23 with a panel presentation by our own Bob Dreizler, Jack W. Everett, and Terry Prince on the dreaded but crucial topic of “Tax Planning and Money Management for Publishers and Authors.”

SPA’s President, Bob Dreizler, is a Chartered Financial Consultant and author of Tending Your Money Garden.

Member Jack Everett is a Certified Financial Planner, Accredited Investment Management Consultant, and author of The Truth About Trusts: A Trustee’s Survival Guide.

The Chief Judge for SPA’s annual book awards, Terry Prince, is a recognized expert in the field of organization and author of Surviving in the Home Office and Thriving.

This panel promises to get us off on the right foot for tax year 2002 and may also provide tips we can use before filing for 2001.

On Feb. 27 Pete Masterson of Aeonix Publishing Group will share his expertise on “The Basic Elements of Book Cover Design.”

Masterson is a publishing consultant and designs book interiors and covers. He currently is writing a book on book design and production for the small publisher. Masterson will provide critiques of SPA members’ covers, so if you have one currently under development or want feedback on your published book, bring it along. This exercise will serve as an “educational experience” rather than a “judging contest.”

The first of a planned series on book genres will be held March 27. This panel will feature four SPA members who specialize in children’s books.

SPA’s vice president, Joan Barsotti, is the author of five popular children’s books and a frequent visiting author at schools throughout Northern California and Nevada.

Member Paula Anawalt is the author and illustrator of The Crystal Palace: A Tale from the Gold Country; she is a creative storyteller at schools and museums.

Member Ken San Vicente of LionX Publishing and his illustrator, Bob Langan, will round out our panel. Ken and Bob’s I Don’t Want to Be Lunch! will come out in April, and they have four other books in progress. They will have fresh experiences to share.

The combined monthly meeting and awards presentation luncheon will be held Saturday, April 27, as noted in the page 1 article. Details on price, location, and time will follow.

Writing Courses

Writing for Publication

Local writing teacher Bud Gardner will retire from retirement briefly to teach an one-time class on how to make money with your writing talent. Bud is the co-author of Chicken Soup for the Writer’s Soul and was an award-winning teacher at American River College. Class content will include development and sale of magazine articles and will explore concepts for writing and marketing nonfiction books. Bud has tentatively agreed to be a future SPA speaker.

Cost is $180 for this one-time, semester-long class offered through Grant Adult Education. Classes will be held Wednesday evenings from 6 to 9 p.m. Jan. 23rd through May 22. No grades will be given. Call (916) 286-3800 to register or get more information.

Characters and Dialogue


The Pen & Press

By Andrea W. Patterson

April 27 marks two important events for Sacramento Publishers & Authors. This year’s annual conference will feature publishing guru Dan Poynter, author of The Self-Publishing Manual. After the morning presentation, the annual awards program will honor winners during a celebratory luncheon.

Seminar

During the morning seminar, you will discover how to make your book faster, produce your book less expensively, and promote your book more effectively. Dan will cover all three sections of “The New Book Model” — writing, producing, and promoting.

Book Review

Make Money Self-Publishing

Suzanne P. Thomas

Gemstone House Publishing, P.O. Box 19948, Boulder, CO 80308-0966; 978-2-7 $19.95

Make Money Self-Publishing is a compendium of invaluable advice and how-to tips, tricks, and techniques drawn from 14 successful self-published authors who have written and published their own works in the genres of cookbooks, mysteries, travel guides, business, education, and women’s fiction.

Aspiring self-publishers will learn how to evaluate the potential of their book concepts, avoid making costly “beginner” mistakes, learn effective and essential marketing ideas, discover profitable places to sell books outside of traditional bookstores, publicize and promote their books on the Internet, calculate how many books need to be sold in order to earn a living, balance the hours of work against a potential income figure, decide when and why to publish other authors, and even how to sell publishing rights to a major New York house for additional profits.

The Midwest Book Review publishes two monthly book review magazines, Internet Bookwatch and Children’s Bookwatch. Both are available for free on the Midwest Book Review Web site at:

www.midwestbookreview.com

Promoting

Find out how to get your books into bookstores and book clubs, and how to make nontraditional sales such as through catalogs, premiums, fund-raisers, and specialty stores using broadcast email, radio and TV interviews, autographings, and other promotions.

You’ll also learn ways to save time and money by making your company Web site-centric. Dan will share how to find the non-bookstore markets that are easier to reach, much more lucrative, and a lot more fun.

Awards Luncheon

At the awards luncheon, we will honor the winners of our eighth annual book awards. The 30-plus award categories include best cover, best interior, and best book by genre.

More information on the location and costs of these events will be printed in the next newsletter and posted on the Web site.
Dues Are Due!

By Jon Sode, Treasurer

Dues for the year 2002 are due as of Jan. 1 and will be considered past due after March 31. (If you joined after Oct. 1, 2001, you need not pay dues again until 2003.) Dues are:

- Regular: $40
- Associate Members: $60

Accompanying this newsletter is a membership application form that asks you to fill out with your updated information. If nothing has changed, simply fill in your name and company name (if applicable) and mark the form as a renewal where provided, and send it along with your check for $40 to SPA, P.O. Box 161053, Sacramento, CA 95816.

In the past there seems to have been some confusion as to when dues were due and how long they were good. To clear up any confusion, the board has established a policy that all dues are due on the first of each calendar year and past due after March 31. First-time members who join after Oct. 1 are considered to have paid their dues for the remainder of the current calendar year plus all of the following full year. For example, if you joined on Oct. 5, 2001, your dues are paid until Jan. 1, 2003, if you joined on Sept. 29, 2001, you may pay your dues at any time during 2002, and you will need to pay dues as of Jan. 1, 2002.

We are also in the process of updating the membership directory, so your updated information is important. We anticipate putting the directory on the Internet as a part of our Web site. If you don’t want to be listed in that online directory or even the printed one, be sure to let us know on the application form.

I hope this clears up any confusion which may have arisen about dues. Have a prosperous New Year!

Speakers Bureau

Several organizations have already requested that SPA members discuss publishing and the SPA at their meetings. As we generate more publicity, we can expect more requests.

Contact Speakers Bureau coordinator D. Clinton through dclinton@ravenwood.com to volunteer to speak atoutside organizations or to learn more about the SPA's Focus on Writers Conference. The conference is scheduled for April 26-27 and will be held at the University of California, Sacramento, CA. For more information, contact the organizers of the conference.

2001-2002 SPA Board

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Priscilla – Education – Newsletter

President's corner

By Bob Drezler

A s you can tell from our new logo and masthead, the SPA now stands for Sacramento Publishers & Authors. Our group has always welcomed au-

thors, printers, editors, and cover de-

signers, but our new name and logo will make a concerted effort to expand edu-
cational sessions and networking oppor-
tunities for all categories of members.

Since member meetings and Web site con-

tent will reflect this evolution and our commit-

ment to become more inclusive.

With our new focus, we hope to attract new members — published as well as aspiring authors. If you know anyone who is interested in coming to a future meeting, please invite him or her to at-

tend.

You can help us grow and change by renewing your membership, completing the enclosed membership form so we can update and confirm directory in-

formation, and by telling your writer friends about the new and improved SPA.

As always, your suggestions and par-

ticipation are welcome. Don’t hesitate to call me to share your thoughts.

Good News

P aula Bonnier Anawalt, Abington Books, has an exhibit of posters at the Roseville Borders through Jan. 31. The exhibit includes 14 of the 26 il-

lustrations from her children’s book, “The Crystal Palace: A Tale from the Garden.” Karen Gedig Burnett, GR Publishing, is moving to Felton. Her husband Henry now works for UC Santa Cruz, so they go there. Their bid was just ac-

cepted on a house in Felton. “Boy, the prices are high,” Karen said, but the house fits them well. There is even a studio for Karen. Members are all invited to her house warming sometime in the spring.

D. Clinton, of Rossonya Books and The author of Tending Your Money Garden, was interviewed by Bette Vasquez on “California Heartland,” KVIE’s locally produced TV show. Also, he was interviewed by a Wall Street Journal reporter for a column that will appear in January.

R. P. Viteri, of Flywheel Publishing, reports that the first chapter of his young adult fiction manuscript, A Day Redux, won second prize at the Oct. 27 Focus on Writers Conference. The manuscript is now complete and he has sent it to his editors at Writers Ink. The company of Wade L. Kelly Publishing aims to have the book in time one day in order to stop a Colum-

bine-type incident.

Janice Marschner, Coleman Ranch Publishers, based in Fall River, California 1850 – A Snapshot in Time and getting started on her next book. It will be about California’s various ethnic groups — their characteristics, how they happened to settle in California, and the contributions they have made to our society.

Janice continues to have success sell-

ing California 1850 one-on-one to at-

tendees at arts and crafts festivals around the area. Attendees often liter-

ally thank her for being there. Her ap-

pearance on Bette Vasquez’ “Central Valley Chronicles” on KVIE spurred some sales, including an order from a museum for a whole box — paid for within three days! — and an invitation to speak to their members next sum-

mer.

After 18 months of fighting the bu-

reaucracy and inefficiency of Border’s headquarters in Kansas City, Janice’s book will finally be stocked in all Borders stores throughout the state. Finally, the Ses-

quicentennial and Beyond catalog writers will get a chance to update their sp-

ecial publications for the past year and a half at the printer, and it includes her book.

Diane Vorhees Thal reports that her first book, Keepers of Hate, was recently published by Publish-

ing America. The book was partially based on her teaching experiences at American River College.

The Sacramento Journal of Publishing is now online at tnf2.com. As a part of the SPAG conference, the Journal will be published as an online supplement. The Journal will accept articles on any topic related to the publishing industry.

The Pen & Press

Meetings

Visitors are always welcome! There is no charge to attend. Meetings run from 7 to 8:30 p.m., and include an presentation by guest speakers followed by networking and sharing of members’ good news.

Meetings are held the fourth Wednesday in the SMUD auditorium at 6201 S St., Sacramento, off Highway 50 between 59th and 65th streets.