Meet SPA’s newest members:
- Melanie Bedwell, Granite Bay
- Dev Berger, Sacramento
- Robert Brekke, Roseville
- Greg Everett, Chico
- Esther Franklin, Sacramento
- E. Loraine Holden, Fair Oaks
- Linda Marchus, Loomis
- Steve Edward Miller, Sacramento
- Dan O’Connor, Danville
- Holly Scambosio, Sacramento

Save the date! Brown bag lunch, May 14, noon-2 p.m.
Members asked for daytime meetings. The first brown-bagger, to be held at Arden-Dimick Library, is a direct result of member comments. If members like the location and format, more brown-bag meetings may be scheduled.

SPA Annual Book Awards and Conference to Feature John Kremer

By Andrea W. Patterson

April 5 marks the ninth annual Sacramento Publishers & Authors book awards gala honoring the best books published by SPA members in 2002.

The ceremony will be combined with a morning conference featuring book-marketing expert John Kremer, author of the classic 1001 Ways to Market Your Book. Kremer will share his seven secrets of success in marketing books and discuss the five most important things he has learned in his 20 years of marketing experience.

“I designed the strategy that enabled a self-published author to become a New York Times No. 1 best-selling author of nine books,” Kremer said.

And that’s not all—Kremer promises that he can teach the inside secrets of how other book publishers sell more books every day. In addition, two lucky persons will be picked from the list of registrants for a free half-hour consultation with Kremer.

After the morning conference, attendees will be served a gourmet lunch in the Embassy Suites atrium while the Show Biz Kids, performers at Sacramento Kings and Monarchs games, provide entertainment.

Following lunch, the action returns to the Embassy Suites ballroom, where the 2003 SPA book award winners will be announced. News Talk 1530 KFBK and Talk 650 KSTE host Jeff Bell, along with 12-year-old publisher Devin Kelly and marketing expert John Kremer, will emcee and present awards, including legislative and gubernatorial recognitions.

“I designed the strategy that enabled a self-published author to become a New York Times No. 1 best-selling author of nine books,” Kremer said.

All events will be held at the Embassy Suites Hotel, 100 Capitol Mall, Sacramento.

The conference begins at 9 a.m. in the River City Ballroom, lunch begins at 12:30 p.m., and the awards ceremony begins immediately after lunch.

Conference registrants are invited to attend the kick-off reception with local media, authors, and booksellers on Friday, April 4, at 6 p.m. in the Terrace Room at the Embassy Suites Hotel. Registrants will enjoy complimentary hors d’oeuvres and a no-host bar.

Registration for these events is $75 for SPA members and $90 for nonmembers before March 28. After March 28, the fee increases to $85 for members, $100 for nonmembers.

Nonmembers may join SPA and apply $20 of their registration fee toward the $40 annual membership fee.

Those who wish to attend only the awards luncheon pay $30, member and nonmember. The fee will increase to $35 after March 28.

A limited number of rooms have been reserved at the Embassy Suites Hotel at $139 per night. All rooms are spacious two-room suites and include a complimentary full cooked-to-order breakfast each morning, daily newspaper, and spectacular view. Make reservations by calling 1-800-498-5237.

Introducing...
President’s corner

By Bob Dreizler

SPA members will see some changes in 2003. Our membership meetings will still be held in the SMUD building, but in a smaller, more intimate room. We are also switching our meeting date to the second Wednesday of most months, and we are trying some new formats and locations.

Be sure to consult our newsletter or our Web site for the latest information about upcoming events.

I’d like to welcome a new board member. Bill Pieper will be heading our speakers bureau and acting as liaison with local organizations. If you know of any organization that would like to learn more about SPA, please leave a message for Bill at (916) 487-9049.

Publishing University Scholarship

Lew Osteen, Oz-Osteen Zalar Publishing Company, was awarded the 2003 PMA University scholarship and Sacramento Publishers & Authors PMA Affiliate Scholarship. This scholarship allows one person from an affiliate organization to attend at no charge eight PMA-U seminars at the two-day conference and up to a $500 stipend towards his travel or accommodations costs.

Finally, I’d like to acknowledge our value to society as we inform, entertain, and educate in these difficult times. The importance of authors, writers, and publishers is strongly acknowledged in the Bill of Rights.

The First Amendment says, in part, that “Congress shall make no law . . . abridging the freedom of speech, or of the press; or of the right of the people peaceably to assemble.”

We must continue to defend these freedoms. As Benjamin Franklin said during another perilous time in American history, “Those who would give up essential liberty to purchase a little temporary safety deserve neither liberty nor safety.”

Speakers Bureau Update

Several organizations have requested speakers from SPA to discuss publishing, writing, and SPA at their meetings. As we expand our publicity efforts, we expect more requests and want to gear up accordingly.

Please contact Bill Pieper at (916) 487-9049 or holdenresearch@att.net to learn how you can help or to provide information about organizations you think might be interested in SPA’s message.

Get in the SPA Directory!

In early March, the 2003 SPA Membership Directory will be printed! If you submit your 2003 membership dues by Feb. 12, you can guarantee a listing. Check the appropriate boxes on the membership form if you DO NOT wish to have any of your information printed; please pay special attention to that section. If no boxes are checked, we will assume you wish all of your information printed.

The directory will be available at the March 12 meeting and will be mailed to those members not in attendance. Our members and links to their Web sites are already listed on the SPA Web site at www.sacpublishers.org/resources/directory.html. Pay it a visit!

The Canterbury Tales, self-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 Morte d’Arthur and The Canterbury Tales, and establishing the independent publishing tradition followed by members of Sacramento Publishers & Authors.

Advertising Space Available

SPA members can now advertise in the Pen & Press. Business card size ads (2 inches by 3.5 inches) are only $15.

Make your check payable to SPA and send with your business card or your desired wording on a separate piece of paper to P.O. Box 161053, Sacramento, CA 95816.
Good news

Tamara Dorris, www.asharpedge.com, has filed for her business license and officially started her new venture, Empowered Press Publishing. Her book Get Well Now! will go to print in a few weeks, and one more book is slated for publication this year.

Ben Gay III, The LJR Group/Hampton Books, sold almost $10,000 worth of The Closers books/tapes after a recent sales training seminar in Garden Grove. Since the promoters professionally videotaped the seminar, he’ll have a whole new product—the video—to sell for years to come, at no cost!

Former SPA president Dierdre Honnold, Wordwrights International, just sold the rights to her non-fiction title, English with Ease, to a publisher in New Delhi, India. Earlier this year, she sold the same rights to a publisher in Taipei, Taiwan, and in Seoul, South Korea. Her second e-book, a novel, Legacy of Love, was published by RFI West this year.

Last year Lew Osteen, Oz-Osteen Zalar Publishing Company, published The Joshua Trail and A Season of Reckoning, both by Early Santee, and had Six Notch Road by Early Santee reprinted. Lew has successfully sold his books at a number of fairs and other alternative venues during the past year.

A historical fiction, The Far Side of the Moon, by Jonathan Pearce, Balona Books, www.balona.com, has received critical praise from the Midwest Book Review, Rowe Reviews, and the Mountain Democrat in Placerville. It has also been added to the California Library Association’s Addendum of Best Books for Children and Young Adults.

The Far Side of the Moon tells the story of the ill-fated Aizu-Wakamatsu Colony, a group of refugees from a civil war in Japan who attempted to start a tea and silk company in the California foothills around 1870. The colony founder’s nursemaid, a character known as O-Kei whose legend is well-known in Japan, was the first Japanese woman to die in the United States.

Bruce Rawles, Elysian Publishing, reports both the English and German editions of the Sacred Geometry Design Sourcebook continue to sell steadily. The English edition has been in print for nearly seven years. He sells his books through the Web and a handful of bookstores around the country. He prints a few dozen at a time on demand at a local print shop and keeps getting orders for more.

“I suppose that is one of the plusses of writing a reference book; it never goes out of date!” he said. He has been exploring 3D ray-traced geometric art, which will no doubt find its way into the two or three book ideas that are in various stages of gestation.

In 2002 Naida West, Bridge House Books, reprinted all four of her titles—20,000-plus books, many sold through distributors and Costco.

Her title From Hell to Jackson Hole won PMA’s Ben Franklin Award, and the Kansas-based author was interviewed on top radio stations in 80 media centers across the U.S.

Naida’s own book, Eye of the Bear, won ForeWord Magazine’s Book of the Year Award.

The Idaho author of Symon’s Daughter, which won SPA’s Gold Award in 2002, exulted over the congratulatory letter from Governor Davis that accompanied the SPA award, and an Idaho newspaper excerpted the letter.

In June a British literary Web site published a review of River of Red Gold calling Naida “the best stylist to come along in the English language since Steven King.”

In September Naida was honored at the first-ever Poosooni reunion for literally putting their ancestors’ home place on the map in her novel, Eye of the Bear. Descendants held a quiet, respectful drum ceremony in old Poosooni (present Discovery Park).

Sandra Williams, Williams Writing, Editing & Design, completed the long-overdue redesign of her Web site at www.williamswriting.com, which now has more information of interest to authors.

BEA Opportunities Abound

By Janice Marschner

BookExpo America (BEA) will be held in Los Angeles from May 30 to June 1. The site varies annually—in 2001 BEA was held in New York and in 2000, Chicago—so we’re fortunate to have it so close this year.

BEA is the largest event in the U.S. serving the $25.3 billion book industry. It is a showcase of books in all formats, gift merchandise, and other non-book products, as well as new technology and services for publishers.

If you wish to have your book or books displayed at BEA, sign up with Publishers Marketing Association (PMA). For $65 per title, your book will be displayed in PMA’s eight-booth complex in an excellent location on the main floor. Titles are displayed face out in their specific genre, and complete ordering information is printed in the on-site and Internet catalogs. If you display with PMA, you will also have the opportunity to sign books in the PMA time-share booth. Authors who display with PMA can request free badges to the BEA.

The SPA Board considered renting a booth, but the booth we could afford would have been in the basement away from all the action and foot traffic.

BEA is a fabulous, one-stop way to get a mind-boggling view of what the publishing world is all about. You can meet some of the people you deal with on a regular basis by phone or e-mail—buyers, distributors, printers, etc. You also can see the best-selling authors in action.

Rick Frishman, co-author of Guerilla Publicity, recommends, “Even if you don’t exhibit at them, trade shows are worth attending. When you attend, make your two key objectives to work the floor and meet the press:

• Circulate, visit and examine every booth
• Take handouts and study what’s being offered
• Sit in on presentations, seminars and meetings
• Introduce yourself, deliver your message and add them to your network
• Hand out your business cards to anyone who breathes, even faintly.”
Meetings

Visitors are always welcome! There is no charge to attend. Meetings run from 7 to 9 p.m.

Most meetings are held in the SMUD conference room at 6201 S Street in central Sacramento just off Highway 50.

To see a map, visit the SPA Web site at www.sacpublishers.org. Call (916) 444-0117 for more information.

The meeting dates for 2003 are:

- January — No meeting
- Feb. 12, 7 p.m., SMUD
- March 12, 7 p.m., SMUD
- April — No meeting; Book Awards and Conference on April 5
- May 14, noon, Arden-Dimick Library
- June 11, 7 p.m., SMUD
- July 9, 6 p.m., Naida West’s Ranch
- August — No meeting
- Sept. 10, 7 p.m., SMUD
- Oct. 8, 7 p.m., SMUD
- Nov. 12, 7 p.m., SMUD
- Dec. 10, 6 p.m., Dee Linton’s home

Feb. 12, 7-9 p.m.
Getting Your Books into Stores and Distribution Systems

A frank roundtable discussion with members and reps from chain stores and distributors.

March 12, 7-9 p.m.
Book Doctoring, Ghost Writing, and Editing

A panel of specialists will explain what they do and invite questions. If you’re a writer, you need editing to get a good publisher. If you’re a publisher, you need good editing to shuck the bad old self-publishing image. And we all need to keep abreast of changes in this interesting language. Make a list and come prepared with questions.

April 4, 6-9 p.m., Embassy Suites
Media-Author Reception

Hors d’oeuvres and a no-host bar; free to conference registrants.

April 5, 9 a.m.-3 p.m., Embassy Suites
Annual Book Awards & Conference

Celebrated book marketing guru John Kremer shares his expertise. After lunch join other conference attendees at the ninth annual book awards.

May 14, noon-2 p.m., Arden-Dimick Library, 891 Watt Ave.
Alternative Book Sales in the Sacramento Region

Brown bag luncheon in the conference room in Arden-Dimick Library on Watt Ave.

Members share secrets of moving inventory outside the book trade—a must for small publishers. Pack your questions and ideas along with your lunch.

June 11, 7-9 p.m., SMUD
PMA-University and BEA Report

The SPA scholarship recipient and other attendees will discuss what they learned. Don’t miss it!
Visit the SPA Web site at www.sacpublishers.org or www.sacauthors.org and see a map.

Meetings

Visitors are always welcome! There is no charge to attend. Most meetings are held in the SMUD conference room at Highway 50, from 7 to 9 p.m. To see a map, visit the SPA Web site at www.sacpublishers.org. Call (916) 444-0117 for more information.

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- Oct. 8, 7 p.m., SMUD
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- Dec. 10, 6 p.m., Dee Linton's home

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June 11, 7-9 p.m., SMUD Conference Room

PMA—University/BEA Report

The SPA scholarship recipient and other attendees will discuss what they learned. Don’t miss it!

July 9, 6-9 p.m., Naida West’s Ranch

SP&A Summer BBQ Social

See the sights that inspired Naida’s two novels—including the adobe cabin floor where 14-year-old Elitha Donner of the Donner Party lived after her rescue in 1847. Where 14-year-old Elitha Donner of the Donner Party lived after her rescue in 1847.

August – No meeting

Barbecue at Naida West’s historic ranch.

Don’t miss it! 634p; ISBN: 1-930193-91-6; Retail Price: $34.95 (shipping actual UPS)

AUTHORS: Peter Massey and Jeanne Wilson

PUBLISHER: Swagman Publishing, Inc., P.O. Box 519, Castle Rock, CO 80104; Phone: 303-688-4388; Email: jfmd@aol.com

BOOK TITLE: Western Train Adventures: The Good, the Bad & the Ugly

WINNER: Silver Award, Best Non-Fiction – History Award

DESCRIPTION: Author and illustrator Linda Marschus brings us this charming tale of Anna, the owl. Anna has an irresistible urge to hoot. Her hooting causes problems when the owl hunts for mice. Anna is told there are times to be quiet and times to hoot. Through determination and practice she learns to be quiet. But her lesson isn’t over. Anna needs to learn when its okay to hoot at the appropriate time. ISBN: 0-9723322-0-4; Retail Price: $15.95 plus $3.00 shipping

AUTHOR: Linda Marschus

PUBLISHER: Wee Read Publishing; Phone: (916) 366-9376; Fax: (916) 660-9209; Email: lindamarshus@yahoo.com

Continued on page 3

The Pen & Press a publication of Sacramento Publishers & Authors Vol. 3, No. 4 Spring 2003

2003 SPA Award Winners

Congratulations to the winners of the SPA Book Awards, held April 5, 2003!

BOOK TITLE: BackCountry Adventures: Northern California

WINNER: Gold Award, Best Book Overall, Best Cover, Best Travel, Best Reference/Resource Directory, Best Text and Layout

DESCRIPTION: BackCountry Adventures: Northern California provides directions to 352 scenic drives for everyone who enjoys the outdoors. Hundreds of historical and color photos illustrate frontier towns, historic mining operations, old railroad stations, waterwats, and native life. Trail write-ups include accounts of Spanish missions, early prospectors, and legends of lost mines still hidden in the state’s expansive backcountry. Maps, ratings for degree of difficulty and scenic beauty, driving times, distances, and GPS coordinates are included. 634p; ISBN: 1-930193-08-4; Retail Price: $34.95 (shipping actual UPS)

AUTHORS: Peter Massey and Jeanne Wilson

PUBLISHER: Swagman Publishing, Inc., P.O. Box 519, Castle Rock, CO 80104; Phone: 303-688-4388; Email: jfmd@aol.com

BOOK TITLE: Roots of the Blackthorn Tree

WINNER: Bronze Award, Best Fictions / Drama Award

DESCRIPTION: In this book, award-winning author, Basil Douros, describes the Irish immigration to America in 1816. With 30 photographs from the Barrett Family archives and the Vermont Historical Society, this book is easy reading, crammed with fun-filled stories about the Irish contribution to America. ISBN: 0-9670993-3-5; Retail Price: $14.95 plus $2.00 shipping

AUTHOR: Basil S. Douros

PUBLISHER: Fire and Dot Corporation, 7026 Colina Lane, Rancho Murieta, CA 95683; Phone/Fax: 916-354-1728; Email: bpublisher14@windspring.com

BOOK TITLE: Hoot’n Annie

WINNER: Best First Book, Best Children’s Illustrated, Best Illustrated Interior–Child

DESCRIPTION: Author and illustrator Linda Marschus brings us this charming tale of Anna, the owl. Anna has an irresistible urge to hoot. Her hooting causes problems when the owl hunts for mice. Anna is told there are times to be quiet and times to hoot. Through determination and practice she learns to be quiet. But her lesson isn’t over. Anna needs to learn when it’s okay to hoot at the appropriate time. ISBN: 0-9723322-0-4; Retail Price: $15.95 plus $3.00 shipping

AUTHOR: Linda Marschus

PUBLISHER: Wee Read Publishing; Phone: (916) 366-9376; Fax: (916) 660-9209; Email: lindamarshus@yahoo.com

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SPAs newest members:

- Christine B. Dost, Pollock Pines
- Paul Michael Fraze, Roseville
- Patrick Hayes, Galt
- Alton Flyott, Roseville
- Dan Reed, Rocklin
- Michael J. Russ, Fair Oaks
- Phil Silver, Roseville
- Russell Steele, Nevada City
- Candy Taylor Tutt, Woodland
- Jill Walker, West Sacramento
- Michael J. Russ, Fair Oaks
- Paul Michael Fraze, Roseville
- Phil Silver, Roseville
- Russell Steele, Nevada City
- Candy Taylor Tutt, Woodland
- Jill Walker, West Sacramento
- Barbara Wallace, Sacramento

Promote – Educate – Network
Sandra Williams served SPA well in so many roles, most notably newsletter editor and web mistress. With this tribute, Barbara Wallace is taking over the editor duties. Andrea Patterson annually outdoors herself as she orchestrates SPA’s Annual Conference and Book Award event.

Terry Prince, long-time chief book judge, and his panel consistently excel in the tough job of selecting our award-winning books. Joan Barsotti’s helpful nature and good spirits have long been assets to the association.

Recently Bill Pieper joined the board. He will expand two important areas so SPA can grow: promoting our speakers bureau and expanding the liaison function with other writing and publishing groups. Today, SPA seems like an organization perched on a high branch, waiting to open its wings and fly to a higher level. With a great board of directors and an active membership, who knows how far we can go or how many more local authors and publishers we can inspire.

ERRATA: Naida West’s novel, Eye of the Goldfish: A History Novel of Early California, won honorable mention in the 2002 Book of the Year Awards, sponsored by ForeWord Magazine, and was not the winner as inadvertently stated in the previous Pen and Press.

Terry Prince, Awards Chief Judge
(916) 683-2153, princehold@aol.com
Bill Pieper, Speakers Bureau
(916) 487-9049, holdenresearch.net
Rattray Adams, Educator
(916) 736-3584, atzu@comcast.net
Tamra Dover, Newsletter Layout
(512) 292-8798, tamradovergraphics@msn.com
Sandra Williams, Membership
(916) 393-9031, jaimie@weave.net
Jean Barsotti, Hospitality
(530) 622-4629, jeanbarsotti@mac.com
Andrea Patterson, Awards Program Chair
(916) 393-0500, aospatterson@cox.com

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 Raoul de Houdon’s Book of Traps, self-published around 1475, was the first printed English language book. Caxton returned to England, setting up a printing house that published still-studied works such as Mote d’Herbe and The Canterbury Tales, and establishing the independent publishing tradition followed by members of Sacramento Publishers & Authors.

Publishers & Authors

Covers/interiors 512-292-8798  www.TLCGraphics.com

WINNERS: Sacramento Publishers & Authors

AWARD-WINNING BOOK DESIGN
We provide outstanding service and client satisfaction.
ATTENTION TO DETAIL: designs that make your books stand out above the rest.

PUBLISHER: Dandelion Productions, Sacramento, CA 95842; AUTHOR: Holly Scarabosio

BOOK TITLE: Happy Thoughts
WINNER: Best Poetry/Creative
DESCRIPTION: Happy Thoughts with Sandy D. Dandelion & Friends is a wonderfully warm, colorful, sing-a-long story that helps children with their fears and worries. This book is sure to plant positive beliefs “Happy Thoughts.” ISBN: 0-9721445-1-0, Retail Price: $13.95 plus $2.00 for priority shipping

PUBLISHER: Dandelion Productions, Sacramento, CA 95842; Phone/Fax: 916-338-1730, Email: dandelionproduction@yoon.com

SPICE: An Island Intrigue
WINNER: Best Poetry & Still Holding Book
WINNER: Best Poetry/Creative
DESCRIPTION: Marta’s book, entitled Ununiformed–Still Holding Red, is a culturally rich collection of provocative poems that excite, entertain, entice and encourage. It inspires hope and reminds us how to laugh, cry, think, learn, grow, feel, ache, pray, bless, love and live.

PUBLISHER: Spicy Book & Entertainment; Email: info@spicybooks.com

BOOK TITLE: Spice: An Island Intrigue
WINNER: Best Poetry, Best Illustrated-Cover, Best Brochure, Best Postcard
DESCRIPTION: On the surface Spice: An Island Intrigue is about money laundering, gambling, romance and intrigue. Courage and coming undone. But remind the surface the heroines, who personifies the worst of child abuse and domestic violence, must face her own real-world predations.

ISBN: 0-96723354-4; Retail Price: $14.95 plus $4.00 shipping

PUBLISHER: Woterson Press, P. O. Box 847, Elk Grove 95759; Email: book@spicybooks.com

CONTINUED FROM PAGE 1

WINNER: Best Still Holding Book
WINNER: Best Poetry/Creative
DESCRIPTION: Morte d’Arthur is a wonderfully warm, colorful, sing-a-long story that helps children with their fears and worries. This book is sure to plant positive beliefs “Morte d’Arthur.”

PUBLISHER: Waterton Press; Email: watertonpress@gmail.com

BOOK TITLE: Morte d’Arthur
WINNER: Best Poetry & Still Holding Book
WINNER: Best Poetry/Creative
DESCRIPTION: A deftly written, elegantly written, highly recommended sagas of finding the strength within.

PUBLISHER: Waterton Press; Email: watertonpress@gmail.com

BOOK TITLE: The Joshua Trail
WINNER: Best Western Book Award
DESCRIPTION: The second book in the Joshua Trail Trilogy, this book follows the adventures of Eli Lynne, the son of Welsh miners, from tragedy in the coal mines of Pennsylvania to avenging angel in the California gold mines. ISBN: 0-9756437-1-7; Retail Price: $16.00

AUTHOR: Early Satter
PUBLISHER: Or-Orane Talar Publishing Co., P. O. Box 1549, Sacramento, CA 95812-1349; Phone: 916-922-7759, Email: careysatt@comcast.net

THANK YOU TO ALL WHO ENTERED!
First I would like to thank the Officers and members of the Sacramento Publishers and Authors for awarding me the 2003 PMA scholarship to the “Publishing University.” For those not familiar with the PMA “Publishing University” - as was I - I offer the following:

Whew!

I had no idea what a wealth of information I would be offered over a three day period in some 70-odd seminars offering a smorgasbord of topics from the opening day free legal clinic (a must) to the closing day meeting with top level Book Store Executives.

We have all heard ad nauseum the Real Estate mantra that the three main principles of selling Real Estate are: “Location! Location! Location!” After attending the seminars at PMA University, I have concluded that the three main principles of Book Publishing are: “Marketing! Marketing! Marketing!” The second principle is “Contacts! Contacts! Contacts!”

I am first of all a writer and came to the business end of Publishing reluctantly and ill-informed. My frustration with editors and major publishing houses was such that I knew I, or anyone else, could do better.

I’m not so sure now.

First it was difficult for me to see my craft - my “art” as a business, but folks that is what it is. Before the PMA University, my main focus was on the creative process and I tended to set myself above the business end of “the business.”

PMA University convinced me that the “business end” IS “the business”.

Maybe you cannot be a writer and a publisher as well - though our group has many success stories to refute that notion.

I am thinking this one over.

If am I to still wear both hats, I am going to have to put the pen aside and get the publicity machine going full blast. In this respect, the contacts I made at PMA University will be invaluable. I have spent most of my time since I returned organizing the boxes of good stuff I brought back.

First among these materials are the business cards from major players in the Publishing business. I am sending personalized e-mails with follow-ups of personalized letters and in some cases phone calls.

My main emphasis will be on librarians since this is an aspect of “the business” I have totally neglected.

The “Getting Through To Libraries” session is not to be missed for members interested in selling to the “Most Profitable Market.”

Another don’t miss seminar was Alice B. Acheson’s “Book Marketing Timeline.” As well as

Continued on page 3
President's corner

By Janice Marshner

Greetings from your new President. What a year we have to look forward to. As our past-President Bob Dreizler indicated in his outgoing letter in the Spring 2003 issue of this newsletter, SPA is “perched on a high branch, waiting to open its wings and fly to a higher level.”

Our annual Book Awards conference and luncheon held in April was the best ever, thanks to Andrea Patterson and Terry Prince. Our new meeting room at SMUD allows for more discussion and networking during our monthly meetings, which Naida West has consistently arranged fabulous programs for. Our experimental day-time meeting at the Arden-Dimick Library was well-attended and included many new faces we all enjoyed meeting and networking with. About 40 people – members and spouses – recently gathered at Naida’s ranch in Rancho Murieta to enjoy a hike around her gorgeous historical property and a lovely catered Mexican dinner. What a grand time we had! Thank you, Naida.

In the future we have informative meetings to look forward to when we begin meeting monthly again in September. And member Barbara DesChamps has taken charge of organizing a spa booth for the Public Library Association Show in Seattle in February 2004. If you haven’t indicated your interest in participating yet, do so immediately. She also has connected with BAIPA (Bay Area Independent Publishers Association) and arranged for SPA members to place their titles on a waiting list to display in BAIPA’s booth at the NCIBA Conference in Oakland this fall. Whether or not any of our titles make the cut will depend on how many BAIPA members want to participate; their limit is 30 books. Thank you, Barbara.

Sandra Williams has been working diligently to try to perfect an efficient way for SPA members to communicate with one another without the hassle of being a “Yahoo group” and all of its attendant junk email and advertisements. As a member-only list, the goal is to keep it strictly publishing/writing-oriented and using the “reply all” button only when everyone would benefit from receiving the message.

We continue to attract new members (see the new member list and save the SPA directory insert with their contact information) – all with varying degrees of experience in this business we all have found ourselves in by whim or design. All are enthusiastic; some hope to be able to learn from some of our more seasoned members; others have expertise to share with all of us.

With the potential of this organization as high as it is, it is essential that everyone participate at the highest level possible. We’re all very busy, but if we spread the work around, we can accomplish great things. I intend to encourage all of our board members to ask for assistance with things as the need arises in order to get more of you involved in small ways. Please be receptive to any invitations you may receive. Or when you come across something that would be beneficial to all of us, like Barbara did with the Seattle event, volunteer to organize it! One thing to begin thinking about is something the board has bantered about for several years – reviving a Sacramento Reads-type event, which fell by the wayside several years ago. If you have any ideas on the topic and would like to head up or be on a committee to explore the idea further, please let me know.

In the meantime, enjoy the rest of your summer – what’s left of it – and I look forward to seeing you on September 10, if not sooner, by chance.

2002-2003 SPA Board

Janice Marshner, President
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Vincent Wales, Treasurer
(916) 721-7289, mail@vincentwales.com
Naida West, Programs
(916) 985-7411, westbridgehousebooks.com
Tamara Dorris, Membership
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Joan Barsotti, Secretary
(530) 622-4629, jb@barsottibooks.com
Andrea Patterson, Awards Program Chair
(916) 393-0500, awpatt@cwo.com
Terry Prince, Awards Chief Judge
(916) 683-2155, princeter@aol.com
Bill Pieper, Speakers Bureau
(916) 487-9049, holdenresearch@att.net
Barbara Wallace, Newsletter Editor
(916) 736-3558, librarianservices@earthlink.net
Sandra Williams, Webmaster
(916) 456-0629, skw@williamswriting.com
Mark Beach, Publicity
(916) 556-3015, mbeach@aarp.org

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 Recuyell of the Historyes of Troye, self-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 Morte d’Arthur and The Canterbury Tales, and establishing the independent publishing tradition followed by members of Sacramento Publishers & Authors.

Advertising Space Available
SPA members can now advertise in the Pen & Press. Business card size ads (2 inches by 3.5 inches) are only $10. Make your check payable to SPA and send with your business card or your desired wording on a separate piece of paper to P.O. Box 1496, Sacramento, CA 95812.
The 2003 DIY Book Festival has issued a call for entries for its annual program celebrating independent authors and publishers. Award winners will be honored at a ceremony held October 2nd in Los Angeles.

The DIY Book Festival will consider self-published or independent publisher non-fiction, fiction, children’s books, how-to, photography/art, comics, ‘zines and e-books released after Jan. 1, 2001. All entries must be in English and have been self-published or issued by an independent house that has published fewer than 50 works since the entry cut-off point.

Each entry must contain the official entry form, including your email address and contact telephone number.

Submissions in each category must be postmarked by September 24, 2003.

Entry forms and complete details are available online at www.diyconvention.com.

Call for Entries...

Marcella Smith’s (Barnes and Noble Director of Small Press and Vendor Relations) seminar on dealing with book stores.

For our members who need to know how to put books together there were several good seminars of everything from bookbinding to e-book preparation.

In short there was something for everyone in any aspect of book making. A first time author, as well as a seasoned publisher, could find much to learn.

My only criticism of the event — and it is a minor one — is that there were too many seminars going on at the same time I wanted to attend. I did not see any subject matter that I did not want to attend. So there were hard choices to be made.

In summary, if you are planning on attending this “must do” event I offer the flowing:

1. Talk to someone who has been there.
2. When you get your advance materials look them over carefully. You will want to attend every session. You can’t.
3. You WILL have to make choices.
4. Attend the first day free legal clinic.
5. Attend the evening reception, take a pocketful of your business cards and take away a pocketful of business cards from great contacts.
6. Contact these “contacts” immediately on returning.
7. Also, in this regard, pick your spots at the luncheons. The tables are labeled by subject matter and I got a wealth of tips during the two-hour luncheons.

Summer 2003 The Pen & Press Page 3

Santee - Continued from page 1

These are my initial thoughts on returning and as I told Naida, Jan, and Bob, it would take me some time to sort out all I have learned.

Meanwhile, thanks to The Sacramento Publishers and Authors officers and members, I will be busy applying the “first principle” of publishing, “Marketing! Marketing! Marketing!” through the great contacts I made at PMA University.

Speakers Bureau Update

Bill Pieper reports a modest flow of speaker requests over the past two months, mainly for authors of children’s books and books for dog fanciers. If you are a potential speaker on matters canine, please let him know that at bp.wcp@att.net. He would welcome speakers on other topics, too. Speaking engagements are an excellent way to generate interest in you and your books.
Let there be spam, said the marketers, for seasons, and for days, and years, and it was so, even on the SacramentoPublishers@yahoogroups.com e-mail discussion list.

If you’re a subscriber to the Yahoo! Groups list, you might have noticed the strange messages sent by non-members. People have been joining the list merely to send messages selling their products -- items that may include books but, ahem, certainly aren’t sold at Barnes & Noble.

We have foiled the spammers! We have a new MEMBERS-ONLY list. Only members may subscribe to the list, and only members may send messages.

The list’s inception sparked an initial flurry of messages, so we have modified the way messages are handled. Replies to list messages go to the person who sent the original message. However, if your message can help other SPA members, share the wealth! Please send replies that contain your publishing wisdom and experience to the list so that all members can benefit.

Contradicting the busy first days, a measly six messages were posted from June 30 through July 9. Don’t forget, you can also opt to have your list messages sent in one daily digest. Instead of getting a couple of SPA-related messages each day, you would get all the messages for one day in a single e-mail.

The SPA-Network is one of your membership benefits. Sure, you can ask to be taken off the list, but the list is our primary way of sending out meeting updates, answering your immediate publishing questions, and sharing cost-effective opportunities to promote your books.

Need a reputable printer or experienced cover designer? Find out who other members have used.

Why go it alone at an expensive conference if another member’s book complements yours? Use the SPA-Network e-mail list to find other attendees or learn if that conference is worth your tight-pinned pennies.

Other members want to hear your good news! Publishing is a tough business, and learning about someone else’s success is a great motivator.

If you provided an e-mail address when you joined SPA, you were added to the SPA-Network list. If you haven’t been getting any SPA messages, please check that we have your current address. If you have a spam blocker, please enable messages that include [Sac Publishers & Authors] in the subject.

You can change the way you receive SPA messages by visiting the SPA-Network Web interface at http://four.pairlist.net/mailman/listinfo/spa-network. You will need the password that was e-mailed to you with the list welcome message.

You can always e-mail the list manager at mailman-owner@sacpublishers.org to change your preferences or to report any problems you have with the SPA-Network e-mail list.

Send your publishing-related messages to the MEMBERS-ONLY list at SPA-Network@sacpublishers.org.

The Yahoo! Groups e-mail discussion list lives on. Anyone, member or not, may subscribe to this list.

To subscribe: Send an e-mail to SacramentoPublishers-subscribe@yahoogroups.com from the address where you want to receive list messages. You don’t need to type a subject or message in your e-mail.

To send a message: Send an e-mail to SacramentoPublishers@yahoogroups.com. A subject and message are suggested.

To unsubscribe: Send a blank e-mail, no subject required, to SacramentoPublishers-unsubscribe@yahoogroups.com.
Calendar

Some upcoming events which may be of interest to SPA members . .

SouthWest Writers Special Workshop on Writing Romance & Mainstream Fiction, Albuquerque New Mexico, Saturday, September 20. For more information: www.southwestwriters.org

2003 DIY Book Festival, Los Angeles California, Thursday, October 2. For more information: www.diyconvention.com

Northern California Independent Booksellers Association, California Trade Show, Oakland California, Friday-Sunday, October 3-5. For more information: www.nciba.com


National Conference on Media Reform, Madison WI, Friday-Sunday, November 7-9. For more information: http://www.mediareform.net

Editor’s Note: The Pen & Press is extremely interested in articles reviewing any of the above events. Please e-mail the editor at libriservices@earthlink.net if you plan to attend, or after you get back!

Book review

The Weblog Handbook - Practical Advice on Creating and Maintaining Your Blog
Rebecca Blood
Perseus Publishing, 2002

Review by Barbara Wallace
Rebecca Blood has good news and bad news about “blogging,” the increasingly fashionable form of online diary-writing.

First the good news. According to Blood, blogs provide an antidote to today’s media overload by filtering information, providing a context to it, and assisting both the reader and the writer to develop a more critical understanding of the abundance of material in the online world.

Now the bad news. At their worst, blogs serve as navel-gazing echo chambers for people who want to validate each other’s distorted perceptions. Writing and maintaining a blog is thankless and time-consuming. And no one seems to have figured out how to make a living doing it.

This book provides a valuable introduction to the history and practice of blogging. The blog (short for weblog), is a sort of vaguely-defined subgenre of website that is generally characterized by frequent updates, maintained sequentially, supplemented with lots and lots of illustrative links. Some are wordy, some are just collections of links with little or no commentary, some are topic-driven, and some are not.

My impression after reading The Weblog Handbook is that the happiest and most successful bloggers fall into two groups: those who spend a great deal of time surfing the internet for recreation, and enjoy sharing their travels with an audience for the fun of it; and those business-owners who include weblogs in their professional websites for reputation-building purposes. Despite the general lack of profit-potential in the medium, this latter group is clearly benefiting economically to some extent.

This book was not an easy or pleasant read. Blood writes in the often irritating, breathless hyperbole of someone who spends way to much time online. She describes the development of weblogs as it were the rise of civilization itself. Nonetheless, she presents very useful information for anyone wishing to explore blogging for business or pleasure.
Good news

Pat Cuellar’s book, Your Life in Print Story by Story, is now in production, due out in September. The book will contain over 650 story starters and memory joggers for writing your life stories. Copies can be reserved at lifeprints@inreach.com. Two other books are in the works.

www.LifePrintsPublishing.com (under construction)

Tami Dever announces that TLC Graphics is pleased to be the recipient of two design awards for the cover of Trickster and Ambivalence by C. W. Spinks from Atwood Publishing. TLC has been recognized at the Chicago Book Clinic and the Midwest Independent Publishers Awards this year. The cover was also a finalist at the Benjamin Franklin awards in 2002.

www.tlcgraphics.com

Tamara Dorris continues to successfully promote her book, Get Well Now! with appearances on Good Day Sacramento (Channel 31), July 17, August 12, and September 16; book signings and lectures at Borders in Elk Grove on August 16, the Whole Foods Market on September 24, and Barnes and Noble in Sacramento in September. Tamara was also a guest on two New York radio shows in July. She will be teaching The Emotional Aspects of Illness at the East West Bookstore on September 9, The Learning Exchange on September 16, and Christ Unity Church October 14 and 21. Tamara

is also now the Health and Beauty Editor for the Sacramento Spotlight magazine and television show.

www.asharpedge.com
www.empoweredpress.org

Jack W. Everett had a highly successful seminar tour of the Midwest in June. It was a continuing education program for financial planners based on his book The Truth About Trusts, sponsored by a major insurance company. Jack led eleven seminars in eleven cities in three states in five days. He describes is as, “Exhausting, but very productive.”

www.trustbook.com

Esther Franklin was recently a guest at the Hemings Family Reunion at Monticello, where she announced her historical novel, The Others At Monticello. Esther comments, “Great experience, as well as making some good contacts, I hope.”


A revision of Jonathan’s other book, Thing With Feathers is due this month (ISBN 1-59411-012-3) www.balona.com

New members Susan Ross and Barbara Alexander have written, illustrated, and published a children’s book entitled, Loving Ways, A Book About Love For Children. Approximately 700 copies have sold since its release last December. Susan and Barbara are both elementary school teachers in Amador County.

www.wiredbirds.com

Holly Scarabosio appeared on News 10 midday show on June 10th and had a book signing at Borders in Elk Grove on June 13th. Holly is also on the Ready To Learn Advisory Board for KQED Channel 9 in the Bay area. The Advisory board helps the Ready to Learn staff with ongoing projects such as literacy programs and English as a second language.

www.happythoughts.info

Candy Taylor Tutt’s first book, Ten Dragon Tails, goes on sale September 1. Candy is having a book signing Sunday September 14 at 3 p.m., at the Next Chapter Bookstore, 1059 Court Street, Woodland. (Off freeway go left, take Main Street to East Street, turn right, then left at Court Street just over the railroad tracks) Candy says, “Come one come all!”

Donna Wade, author of I Want a Baby, He Doesn’t was a guest on Good Day Sacramento (Channel 31) Monday, August 11, 9:00 a.m. She was accompanied by a local licensed clinical psychologist who often appears on Channel 31. Donna’s book has also been updated with a forward written by a licensed clinical psychologist in New York and the back cover now has five endorsements from doctors and one from the Star Tribune.

www.trafford.com/robots/02-0903.html

Continued on page 7
Fool Me Once, a new novel by SPA member Bill Pieper, was published in May by Pacific Slope Press. Set in the pre-hippie San Francisco of 1964, the book applies the techniques of historical fiction to a very contemporary plotline of loyalty and disloyalty among friends...and among lovers. Sales are off to a strong start. Independent stores throughout the Bay Area and Sacramento carry Fool Me Once as do Northern California Barnes & Nobles. Pacific Slope Press is a newly formed coop of which Bill is a founding partner. Bill was recognized in Dixie Reid’s column in The Sacramento Bee (Scene section) June 26, for Fool Me Once. www.ebookstand.com/m/billpieper

Susan Maxwell Skinner presented Remembering Diana at the Sylvan Oaks Library July 26. The multi-media talk gives an up-close observer’s viewpoint of the princess. Susan’s insights are from working on Diana’s accredited press team for eight years. This presentation has been enjoyed all over the USA. Susan is the author of three books on Diana. The latest, which she published in Sacramento, has been one of Amazon’s top-selling Diana titles for over a year. www.susanmaxwellskinner

Dollar A Month Club
Submitted by Barbara DesChamps

Dollar A Month Club (DAMC) has a membership website offering to showcase the first three chapters of your books for customers to read and decide whether to buy. All sales are directed to you or your agent. Edward J. Signoretti, President and CEO of DAMC, writes “This showcasing of your products is at no cost to you. If you want an elaboration of the product with pictures and additional text, equaling another page, to introduce the literary production there will be a small charge. Although we do not encourage this we will accommodate you.” The DAMC website is in production at www.dollaramonthclub.biz.

What’s a Style Guide?

By Sandra K. Williams

The key to professional-looking pages is to use style consistently throughout one book. A style guide helps you ensure consistency by setting out how spelling, punctuation, and other elements of your book should be handled.

For instance, some guides say the comma before “and” when listing items in a series should be omitted unless the lack of a comma causes confusion. (She cursed her parents, Harold and God.) Other guides say to always use the comma.

The standard style guide for books published in the United States is the Chicago Manual of Style. Your book may require a supplementary style guide — a list of unusual proper names, how to spell made-up words, whether chapter headings should be all caps or mixed upper and lower case, among other details.

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Visitors are always welcome!
There is no charge to attend.
Most meetings are held in the
SMUD Conference Room at 6201
S Street in central Sacramento just
off Highway 50, from 7 to 9 p.m.
To see a map, visit the SPA website
at www.sacpublishers.org
There is no meeting in August.
The remaining meeting dates for
2003 are:

- September 10, 7 p.m. SMUD
- October 8, 7 p.m. SMUD
- November 12, 7 p.m. SMUD
- December 10, 6 p.m.
  Dee Linton’s home

September 10, 7 - 9 p.m.
SMUD Conference Room:
Mistakes Night (change from
previously advertised topic)
ALL of you are on the program.
Time allowing, we’ll circle the
table several times. For the first
round, pick out your worst boo-
boo, prioritizing by dollars wasted.
Introduce yourself, tell us the
MOST SUCCESSFUL thing
you’ve done in publishing, then
explain the mistake. If you feel you
ultimately benefitted from it, we’d
like to hear that too.
If you haven’t made any mis-
takes, you’re new to the game.
Come and learn from the mistakes
of others.

October 8, 7 - 9 p.m.
SMUD Conference Room
Nuts and Bolts of Going to Print
Mr. DeHart from DeHart’s Print-
ing in Santa Clara will discuss
when print on demand makes
sense, and when traditional printing
is more advantageous. Two or more
graphics experts will discuss
different aspects of book covers
and interiors. Plenty of time will be
reserved for Q & A.

November 12, 7 - 9 p.m., SMUD
Conference Room
Focus on Media
Panel TBA.

December 10, 6 - 9 p.m.
Christmas Party at the home of
Dee Linton
By Janice Marschner

All members of SPA recently received a letter from the SPA Board pleading for volunteers to make a commitment to serve on the SPA Board—in two positions immediately and in five next year. Unfortunately, the response was “underwhelming,” making it difficult for the board to foresee continuing exactly as is in 2004. All of us hate to see the professional camaraderie established among members in recent years go down the tubes. Consequently, we have designed the following scaled-down version of SPA for membership year 2004, on a trial basis, beginning January 1, 2004:

CONTINUE:
- Online discussion list for members only.
- New member update to directory by e-mail monthly or as needed. (Directory will also be accessible to members only on the SPA website.)
- Annual Book Awards Program—in a scaled-down version, but still carrying the prestige garnered over the past ten years. (See below for what will be discontinued.)
- Website for public access to SPA with contact information, membership form, member listings with links to member websites, Speakers Bureau list for organizations to access in search of speakers, Book Awards details, on-line newsletter, etc. AND for members only, access to on-line member directory.
- Discounted membership for PMA and SPAN.
- Opportunity to compete for a scholarship to the annual Publishers Marketing Association-University (PMA-U). (If more than one member applies, an ad hoc committee will be formed to select one recipient.)
- Lunch or dinner meetings called whenever ANY member volunteers to organize one—including choosing the restaurant, making the reservation, sending an invitation via the online discussion list, accepting the RSVPs, selecting a round-table topic, and leading the discussion after the meal. (This will allow for continued networking opportunities with meetings on different days of the month, different times of the day, and different locations throughout the Sacramento area. Perhaps more members overall throughout the year will be able to avail themselves of one or more networking opportunities. Members have always enjoyed our round-table meetings in the past and this eliminates the need for a Program Chair—a daunting position.)
- Quarterly on-line newsletter in which members will share their good news or any article they think other members will be interested in—could even be a website link to an on-line article.

DISCONTINUE:
- Formal Board. (I will serve as a “sounding board” for any administrative problems that may arise and will sign the Treasurer’s stipend check and review the bank statements each month.)
- Regularly scheduled free monthly program meetings with speakers at a “free” location.
- Annual Publishing Conference for 2005, although this could be resurrected if members come forward to help organize it. (Several members, primarily current board members, have responded to Andrea Patterson’s request for volunteers to help out with the 2004 conference. Hopefully they’ll find the experience rewarding (which it is!) and will decide to work on a conference for 2005, too, or encourage others to do so.)
- Legislative Resolutions; Governor’s Commendation; elaborate, framed awards; and extensive publicity for book awards. Less elaborate awards and gold award stickers will be mailed to each recipient and a press release will be sent to the local press, but there will be no public award ceremony (unless a 2005 conference materializes) or facilitation of bookstore displays, signings, etc.
- Quarterly Newsletter by snail-mail. (See above.)
- Printed, bound Membership Directory. (Around 50 copies of 2003 issue, with update inserts, remain for future new members.)
- Cooperative sales and marketing activities unless someone volunteers to be in charge of one.
- Telephone line for public access to SPA. (The phone line will be disconnected after the 2004 conference in April.)

ADD:
- Compensation for a member to process memberships, deposit checks, pay one or two monthly bills, balance check book, update data base, send out monthly directory update by e-mail, etc.
- Compensation for a member to maintain SPA Website.
- Compensation for a member to serve as

Continued on page 2
Annual Membership Fee for Publishers and Published Authors
$40 to cover the following:
• Annual Website hosting fee and domain name registration: $250
• Annual Stipend for Membership Chair/Treasurer: $600
• Annual Stipend for Webmaster: $360
• Annual Stipend for Chief Judge: $300
• Post Office Box: $68
• Miscellaneous postage, printing, and supplies cost: $150
If excessive funds remain at the end of the year, a vote will be taken whether to refund, throw a party, or carry-over to the following year.
In keeping with SPA's long-time mission to educate and inspire independent publishers and writers, the following option is available for NEW members with no publishing experience:
Introductory SPA Membership
$25 (first year only)
These new members will be encouraged to read and reference the resources listed on SPA's website. Once they become familiar with what’s involved in independent publishing and/or with becoming a published author and after filling out a check-list form to indicate their knowledge, they may seek out one of SPA’s experienced members who has indicated an interest in consulting with a novice for $25/hour payable to the consultant member. Members interested in providing this service can indicate this on the 2004 membership form and will be listed on the website by genre. (Current members, experienced publishers, and published authors will also be eligible to use this useful service.)
REQUEST FOR ALL CURRENT MEMBERS or prospective members receiving this newsletter:
If you will want to remain or become a member of SPA during the 2004 trial year, please e-mail me at colemanranch@comcast.net by November 14th with the following in the Subject line: COUNT ME IN FOR CONTINUED/NEW MEMBERSHIP UNDER NEW PLAN
This will help the current board in making plans for the transition process, as well as determining the fees to charge for the Annual Publishing Conference on April 16-17, 2004, where our keynote speaker will be the nationally renowned book publicist Alice Acheson. The membership dues normally allow for some of the cost to members to be defrayed, but if membership declines significantly, we may not be able to do this.
Thank you for your anticipated positive response to this new structure for SPA. Please feel free to share any questions or comments you might have on the SPA Members Only e-mail list at spa-network@sacpublishers.org. If, for some reason, you are not receiving the several useful e-mails that go out weekly on this list, please contact Sandra Williams at skw@williamswriting.com to be added—if you are a current SPA Member.

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 Recuyell of the Historyes of Troye, self-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 Morte d’Arthur and The Canterbury Tales, and establishing the independent publishing tradition followed by members of Sacramento Publishers & Authors.
Good news

Jonathan Pearce of “Balona, CA 95232” announces the arrival of the second edition of his critically acclaimed historical fiction, The Far Side of the Moon. The hardcover revision (The Writers’ Collective, ISBN 1594110115) presents a brief life of a brave young nanny who accompanied the Aizu-Wakamatsu refugees from a civil war in 1870s Japan and tried to start a farm at Placerville. The book has been selected for the Eureka! Addendum of the California Library Association’s Best Books about California for Children.

http://www.balona.com/moon2.html

Ed Mitchell’s second contemporary thriller, Gold Raid, set in northern California was released in August. Copies can be purchased at http://www.CalCoastPub.com or at the author’s web site:


Ben Gay and his wife Gigi just returned from a ten-day speaking and book signing tour of Norway, Sweden, and Denmark. About 7,000 people attended all events combined, and Ben sold over 3,000 books (plus audios and videos). Ben reports, “Gigi got in a couple of days of sightseeing and visiting with the locals, but it was all work for me. Successful as it was, we’re glad to be back home!”

Bill Douros reports that autographed copies of his book, Carved in Stone, are being sold on Amazon as “Collectors Items” for 50% more than the retail price.

Elizabeth A. Martin’s first book, We’ll Give Him A Hearty Welcome, Then is now available through IstBooks.com, Amazon.com and Barnes and Noble online. She will be “premiering” the book Saturday, November 8 at Books and Friends in Roseville, 300 Main Street, noon to 2 p.m.

Champions, Cheaters and Childhood Dreams: Memories of the All-American Soap Box Derby was recently published by the University of Akron Press. This is the first book for member Melanie Payne. The book was greeted with controversy shortly after its release after officials at the All-American Soap Box Derby banned the book from the national championship race in Akron, Ohio. A number of free speech organizations supported Melanie and wrote letters of protest to the Derby and to Home Depot and NASCAR which sponsored the race.

Candy Taylor-Tutt will be signing copies of Ten Dragon Tails on Friday November 14 at 7:30 p.m. at The Avid Reader Bookstore, 617 Second Street (across from the Varsity Theater) in Davis. All fantasy fans and dragonfolk invited!

Barbara DesChamps’ book, It’s in the Bag: The Complete Guide to Lightweight Travel, was written up in the Scene Section of the Sacramento Bee Wednesday, September 10, by Leigh Grogan. Senior Magazine published an article by Barbara in its October issue. Barbara appeared on Good Day Sacramento, October 22 (KMAX Channel 31), where she demonstrated how to pack a carry-on bag in less than five minutes. Borders has scheduled Barbara for two more packing demos: Davis on November 8 at 3:30 p.m. and Sacramento on November 15 at 3:00 p.m. Barbara says, “The prospect of a free demo is more appealing to people than just having a book signing, and other members might want to consider what they can do to increase turnout at their events.”

The advance reading copy of The Rise and Fall of Relativity by Neil Huddleson is beginning to circulate.

Sacramento Publishers and Authors’ Mistakes Night, September 10, gave attendees the opportunity to learn from the mistakes of others. Here are a few tips from the exchange between colleagues:

• Obtain four bids for printing a color book. If a printer isn’t busy, the cost can drop as much as 40% so that the printing crew can keep crew working.

• An author found the solution to a too lengthy manuscript, by reducing it 78% and putting it on the paper landscape-wise.

• Hire a copyeditor, don’t rely on friends and relatives to correct mistakes.

• A fictionalized memoir doesn’t have to be labeled “fiction.” An author found that the Vermont historical society would not carry his historical memoir because it was identified as fiction.

• Be aware of the audience niche for the time of day you’re scheduled for radio interviews. An author of a travel book found that listeners of the morning commute shows on which she was scheduled were not responsive to her pitch.

• Consider using a print broker to help you find the best price available for your project. They are paid a commission, but may save you money overall.
PLA Show Reminder
By Barbara DesChamps

There is still space for more titles at our well-located Public Library Association booth in Seattle next February, but you must act right away. Cost is only $50 per title in face-out display, which is a bargain. Other groups are charging more. Please send check only at this time to Château Publishing, P.O. Box 2401, Nevada City, CA 95959 along with your e-mail address and you will receive further instructions. Thanks!

USA PATRIOT Act
Information and Resources

By Barbara Wallace

The USA PATRIOT Act (Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism), signed into law in October of 2001, contains provisions that have concerned many in the publishing and bookselling industries. Some of the provisions of the Act that affect independent publishers are Section 215, allowing federal access to records held by 3rd parties; Section 213, allowing searches of property without notice to the owner; Section 218, expanding the government’s ability to monitor web surfing histories; Section 216 expanding wiretapping and e-mail tracking ability; and Section 806, allowing seizure of property without notice to the owner.

Members of Congress from both parties have proposed legislation to control various provisions of the Act. One of these, HR 1157 by Sanders (I-Vt) sought to exempt libraries and bookstores from the provisions of Section 215. Organizations on record in support of HR 1157 include the American Library Association, the American Booksellers Association, Barnes & Noble Booksellers, Borders Group Inc., the Association of American Publishers, the American Association of University Professors, and the California Association of Library Trustees and Commissioners.

Over 150 cities and counties, and three states, have passed resolutions opposing the Act or some provisions of it. The Sacramento City Council will decide November 13 whether Sacramento will join them.

The resolution being considered by Sacramento can be found at: www.stoppatriotact.org

The USA PATRIOT Act can be found at: http://thomas.loc.gov/cgi-bin/bdquery/z?d107:h.r.03162:

Other information about current efforts to expand the reach of the Act can be found at: http://www.publicintegrity.org
http://www.aclu.org/safeandFree/
SPA Volunteers Make A Difference

The SPA Board is seeking volunteers to help with the Tenth Annual Book Awards Conference to be held at the Embassy Suites Hotel, 100 Capital Mall, Sacramento, CA, on April 17, 2004. Publicist/Marketing Specialist Alice B. Acheson will serve as the keynote speaker for this event. You can help make this a memorable event by volunteering just eight (8) hours of your time between November, 2003 and April 2004.

Volunteer Descriptions

Conference Program/Registrations
Coordinate activities with the conference speaker; develop registration list, track and register conference participants; make nametags for conference attendees; and prepare script for awards presenters.

Conference Promotions
Get the media out for the media reception and awards event; write articles about the event; Post flyers and present information about the event to other groups or associations; get winning books in stores.

Chief Judge Trainee
Learn how to run the SPA book award-judging portion of the program. This 10-year program needs your help to stay viable. Trainees must not have book in 2003 and 2004 program. Program provides great insight into book program and what it takes to make an award-winning book. Must be available for judge prep day-Saturday January 10, 2004, and on judging evening (5 hours). Form and book preparation and judge selection guidance will be given for following year.

Conference Sponsorships
Seek sponsors to offset the cost of the Awards conference/program.

To volunteer, Just complete the form below and fax it to Andrea W. Patterson at 916-393-0500. You will be contacted with more information after you have signed up.

Name ____________________________________________________________

Address _________________________________________________________

Volunteer position ________________________________________________

Telephone ____________________ Email address _______________________

Meetings

November 12
7-9 p.m.
SMUD Conference Room, 6201 S Street
Focus on Media
A panel of editors of area newspapers and producers of local TV/radio programs will explain 1) what kind of story they prefer from local authors, and 2) how best to communicate with them. In addition three members who are, or have been, journalists for local media will add insights.

December 10
6-9 p.m.
Dee Linton’s home
Holiday Party
Great food, conversation, and networking with friends and colleagues.

April 16, 2004
Embassy Suites Hotel, 100 Capitol Mall, Sacramento
Reception with local media, authors, and booksellers

April 17, 2004
SPA’s 10th Annual Book Awards and Conference
Publicity and marketing expert Alice B. Acheson will be our keynote speaker. Bill Endicott, Sacramento Bee book reviewer and former Managing Editor, will emcee the awards program.