Welcome to the first issue of the NCPA newsletter for 2005! The newsletter is in transition, and it has a new look for the new year. As always, the purpose is to inform members and others who have an interest in publishing in the Northern California area about the organization, its activities, and its people.

The organization is also in transition, currently being renamed from Sacramento Publishers & Authors to Northern California Publishers & Authors (NCPA), to reflect the broader geographic region. The mission otherwise remains the same.

Please feel welcome — encouraged — to submit articles and news of interest to our members. We invite news about programs and activities related to publishing and authorship, announcements about members’ publications, and articles about small presses, self-publishing, and the challenges of authorship and publishing. Send your comments and submissions to interim editor Ken Umbach, ken@umbachconsulting.com. **Deadline for submission for the March-April 2005 issue is March 15th.** Earlier submission is better, especially for non-time-sensitive articles.

In this issue: Reports of the January membership meeting and board meeting. February meeting announcement. Update on name change from SPA to NCPA. Annual NCPA conference and awards ceremony. Sacramento State Summer Writers’ Conference. Member news and announcements. How the Big and National Bookstores Work … or Not. A note from the interim editor. Board of directors list.

**January's Membership Meeting**

About 20 members and visitors met in the pleasant setting of Tower Books, on Watt Avenue, on Saturday, January 8, from 10:00 a.m. to 12:00 noon. Our thanks go to Tower Books for making the venue available for our meetings. In the absence of president Tom Watson, Vince Wales chaired the meeting, with assistance from Bill Pieper. Members old and new and some visitors exchanged self-introductions, comments, questions, and lively discussion. Topics included new and planned books, printers and publishers,
software for book layout, and more. It was a real pleasure to spend some time together, and there was something for everyone in the discussion.

One important point made at the meeting is that newspapers generally do not review already-published books. Naida West explained that it is critical to provide clearly identified galley copies to newspaper reviewers. If the book has already been published, it may be too late. Newspapers reviews can be influential, and in Sacramento, the Bee has greatly improved its book review efforts, so this is a matter of key importance to authors and publishers in our organization.

[Editor’s comment: there is a loophole that can benefit authors of some previously published books. The Thursday, January 6, 2005, “Scene” section of The Sacramento Bee had an article about Pamela M. Johnson and her book From a Hard Rock to a Gem A Memoir of a Lost Soul. The book, her first novel, was originally published in January of 2004. via print-on-demand. Good sales and hard work led to printing of 20,000 copies, a distribution agreement, and placement in Sam’s Club and Wal-Mart. She also has a second novel due out this March. Those developments provided a news hook for an article — not a review — including notice of a signing at Underground Books, on 35th Street, Sacramento. That is the loophole: news about the author and the book, not a review. Perhaps an NCPA member might know Ms. Johnson and wish to extend her an invitation to join our group. I cannot be the only one who would like to hear more about her accomplishment.]

Board Meeting

The Board met for much of the afternoon following the general membership meeting, in a cozy meeting room at Ettore’s, on Fair Oaks Blvd. Vince Wales chaired the meeting, in the absence of Tom Watson, who was unable to attend. See page 10 for a list of board members. Ken Umbach was appointed the new speakers bureau coordinator, taking the position that had been ably filled by Bill Pieper, and also volunteered to serve as interim editor of the newsletter. The board voted to end the small stipends currently provided for the work-intensive board positions, and instead to offer some small perquisites to those members as encouragement for members to participate on the board. The treasurer’s report indicated that finances are sound. (For details, contact treasurer Vince Wales.) Revised bylaws are under review by the board, and will be announced when action is completed.
February Meeting Announcement

The next meeting will be held at Tower Books, 2538 Watt Avenue (near El Camino Avenue), Sacramento, CA 95821, 10:00 AM to noon, Saturday, February 12th. NCPA member Candy Tutt will spend the first hour covering typography and book design, plus Q&A, followed by an hour of open-forum networking. Hope to see you there!

Name Change

The formal change of name from Sacramento Publishers & Authors to Northern California Publishers & Authors is underway, with paperwork filed with the California Secretary of State and any necessary follow-up with banks and other institutions. The formal change is taking a bit longer than had been expected, but it is going forward. Note the new URL: www.norcalpa.org.

Annual NCPA Conference and Awards Ceremony

The conference is scheduled for April 9 at the Holiday Inn Sacramento, Capitol Plaza, near the entrance to Old Sacramento. Speakers will be Fern Reiss, author of The Publishing Game series of publishing books, and Bobbie Christensen, former SPA president and national speaker on self-publishing. Several details, including location of press reception, remain to be worked out, so keep an eye on the newsletter, on the NCPA email discussion list, and on www.norcalpa.org for more information.

Summer Writers’ Conference, California State University, Sacramento

From the proposal for the conference, scheduled for August 5-7, 2005:

The first annual Sacramento State Summer Writers’ Conference is designed to promote literacy, reading, writing, and the creative arts in the Sacramento regional community.

This conference will offer aspiring poets, novelists, playwrights, memoir-writers, critics, and children’s authors professional-level writing instruction from award-winning authors, individualized feedback on their work, inside information on how to publish, and networking opportunities with published authors and peers. The program will feature a keynote luncheon presentation by a nationally-recognized author, daily author-led workshops and seminars, evening reading events open to the public, a panel discussion on publishing, lunch breaks with Sacramento-area writers’ groups, opportunities for one-on-one critique sessions, and a final participant reading event.

Each element of this conference will appeal to a different audience:
• Conference workshops – Adults interested in writing poetry, novels, plays, reviews, memoirs, and children’s literature
• Keynote luncheon – Conference participants; members of the general public who are interested in reading and/or writing
• Evening reading events – Members of the general public who are interested in reading and/or writing

The Pen & Press will present more information on the conference as the date approaches.

News and Announcements

Member submissions for this section are always welcome. Here is what we have for this issue. (The editor reserves the right to edit submissions.)

Vedantic Shores Press — Anna Hourihan, Publisher & Editor

Our year started very well with notification in the mail that our latest publication, Mysticism in American Literature: Thoreau's Quest and Whitman's Self, by Paul Hourihan, was given the 2004 Editor's Choice Award in the Literary category by Allbooks Reviews.

Our fellow members may be interested in this book review source. Their website is: http://www.allbooksreviews.bravehost.com. For more information, email info@vedanticshorespress.com or visit www.VedanticShoresPress.com

Bill Pieper

SPA member Bill Pieper has been selected to participate in the Sacramento Library Foundation's annual black-tie fund raiser, Authors on the Move, held at the downtown library galleria on March 12, 2005. He will share the program with front-rank local writers Karen Joy Fowler, John Lescroart, James Rollins, Robin Burcell, Mas Masumoto, Mary Mackey, and Jessica Inclan, among others. Bill's novel Fool Me Once won the SPA fiction/drama award for 2003/04.

Adam Rosenbaum

How to Remember Not to Forget by Joan Who? and Adam Rosensomething, co-authored by NCPA member Adam Rosenbaum, was published in December. Adam will be promoting his book at the Avid Reader in Davis (617 Second Street) on Friday, January 28 at 7:30 PM. He will discuss how memory works, the difference between day-to-day forgetfulness and Alzheimer’s disease, and the system for memory improvement described in the book.
How to Remember Not to Forget by Joan Who? and Adam Rosensomething was self-published through iUniverse. Adam and co-author Joan Houlihan have begun a nationwide publicity campaign that includes participation in a full-page co-op advertisement in the New York Times Sunday Book Review, currently scheduled for February 13, 2005.

For more information, see www.howtoremember.com/.

Vincent M. Wales — DGC Press

Vince’s new novel, One Nation Under God, has been published in a trade paperback edition by DGC Press, Sacramento, at $15.95. It is distributed to the trade by QP Distribution and may be ordered at 888-281-5170. For more information, see www.onenationundergod.info/.

The novel is a “dystopian” look at a future (year 2021) in which “Christian fundamentalism has brought about tremendous change in Washington.” The press kit, available at the website, notes, “The novel takes events from present day and extrapolates them to a possible conclusion two short decades from now.”

One Nation Under God is available at Amazon.com.

Bill Teie, Deer Valley Press

Deer Valley Press announces the total rewrite of its Firefighter’s Handbook on Wildland Firefighting, by Chief William C. Teie. The Firefighter’s Handbook was first published in 1994. It went into its second printing within months and won the prestigious Ben Franklin Award for Best Professional/Technical book in 1995. Since then it has become the standard reference text used in community college fire science courses all over the nation. It has been translated into Spanish and been edited for use by firefighters in Southern Africa.

This, the Third Edition has been totally revised, adding over 200 pages of information and over 740 graphics, and is printed in full color. There just is not any other text like this on the market dealing with this subject matter.

Since firefighters are graphical, the handbook is filled with full-color pictures, each telling a story, cartoon graphic by Dave Hubert, a retired firefighter who is nationally recognized for his art, and numerous charts and graphs that add to the learning experience. Chief Teie also introduces “Jake.” Jake is a cartoon figure that depicts a knowledgeable and experienced firefighter-training officer. Jake doesn’t say much,
but when he does, you best listen. The various “Jake-isms” try to bring an experienced hand into the discussion.

William C. Teie is known nationally and internationally for his expertise in wildland firefighting. Chief Teie’s 34-year career with the California Department of Forestry saw him rise from seasonal firefighter to the rank of Deputy Director for Fire Protection, the highest-ranking position in the 17,000-person organization that is not a political appointee. In 1986-87 he was the President of the California Fire Chief’s Association.

This new handbook and all of the other Deer Valley Press products can be purchased on line at www.deervalleypress.com or by calling (800) 455-1950.

**Loraine Holden**

*Don't Get Thin, Get Healthy*, by Loraine Holden will be published in April by Golden Green Press. See Loraine Holden’s listing in the NCPA member directory for contact information. [Editor’s note: *The Pen & Press* will have more information on the book in a future issue.]

**Marlys Norris, Heavenly Bound Book Publishers**

NCPA member Marlys Norris has published several books, including *Short Stories for the Family* and *Defining Moments* (pictured here) Marlys is a speaker as well as an author, accepting invitations to share her 35-year testimony of God's love with churches in Northern and Southern California. For more information, see the Heavenly Bound Book Publishers website, www.heavenlyboundpublishers.com.

**Laura Ramirez, Walk in Peace Productions**

*Keepers of the Children: Native American Wisdom and Parenting*, by NCPA member Laura M. Ramirez was published by Walk in Peace Productions in August 2004.

*Keepers of the Children* uses little known Native American concepts and teaching stories to show parents how to raise children to claim their strengths and use them to create lives of meaning and contribution.

*Compleat Mother Magazine* calls the use of native ideas in parenting "a welcome innovation."

Midwest Book Review says the book is "informed and informative reading that can confidently be recommended to the attention of any parent, regardless of ethnicity or racial background, wanting to instill enduring family values into the character and lives of their children in our
multicultural world." Myshelf.com calls the book "one guide wise parents won't pass by."

*Keepers of the Children* was a finalist in USA Book News Best Books of 2004.

As of the time this issue of Pen & Press was being prepared, a book signing was planned at the Carson City Costco on January 29, 2005. Also planned: Laura was to be interviewed on World Talk Radio www.worldtalkradio.com on January 18 at 9:00 PST and is to be interviewed on LetsTalkAdoption.com on Feb. 22 at 8:00 am PST.


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**How the Big and National Bookstores Work … or Not**

By Anonymous

*[Editor's note: the author wishes to remain anonymous. Bracketed passages in the article are as submitted by the author, not editorial insertions.]*

Following is a description of a recent telephone conversation between an author/publisher and a Big & National Bookstore chain employee in the Small Press Department in New York. For reasons which will become clear, I have changed the employee’s name to “Betty.” I hope a real Betty doesn’t work there. *[Editor's note: I have changed the bookstore name to Big & National, or B&N for short. I hope there is no similarly named chain.]* The author had sent a formal submission to Betty in the Summer of 2004 at the behest of her wholesaler and others. After four months with no reply, she sent a follow-up letter in December, explaining that she wanted to be in the B&N system in order to facilitate payment for books to be supplied in the course of doing bookstore events. She had been doing successful events at independent stores and the other large chain and several people had suggested she do them at B&N also. She had heard from other authors and publishers that scheduling events was easy but getting paid for the books was virtually impossible. The author asked Betty to let her know by January 7.

Betty called on January 7. She remembered that date from the letter but for the rest, the author had to repeat the content of the letter. Betty acknowledged that there had been widespread problems with unpaid invoices. She admitted that store employees often neglected to send the invoices to headquarters. She said the corporation has attempted to solve the problem by instructing stores not to accept any books from authors and publishers directly, but not all stores seem to have gotten the message yet.

**Betty:** We’ve been ordering your book from your wholesaler, so no problem.

**Author:** It is impossible to know ahead of time how many books the store will need for an event. It has ranged from 20 to 60 at other stores, so I carry extra books in my vehicle.
**Betty:** We don’t want you selling books from the trunk of your car at our events.

**Author:** No, no, we sell them through the stores and give them the invoices.

**Betty:** If you tell our store employees how other events have gone and how many people are on your mailing list for the event, they will know how many books to order.

[Mailing list? That’s why many bookstore events draw only 10 to 15 people!]

**Author:** Of course, I let people in the vicinity know of events, but that pales in comparison with getting notices and reviews in the news media. We don’t always know when or if an article will run. You would be amazed how often the person in charge is out sick or on vacation. I follow up every week and usually get good results but there is no guarantee, so I’d have qualms about asking a store to order 60 or 70 and I don’t want 20 or 30 going back to the wholesaler either.

**Betty:** The store could order that many [pause] but they probably wouldn’t.

**Author:** So there’s a chance we would not have enough books for all who want them?

**Betty:** Yes, that could happen. [Not a lot of concern in her voice]

**Author:** I couldn’t treat my customers that way. If people are sitting or standing through a one hour presentation and then standing in line for the book signing, I wouldn’t want to disappoint them. Based on the information you’ve given me, I don’t think these events will work. What about the August submission? I sent you two books with a cover letter.

**Betty:** I gave it to the [genre] buyer.

**Author:** Who is that person and have you heard anything from him or her?

**Betty:** I can’t give you the name of that person but he hasn’t said anything to me.

**Author:** Can you ask him if he is considering the book?

**Betty:** We get 600 submissions per day. I doubt it’s here anymore.

[Author wonders if the two copies were sold on the company’s website]

**Betty:** One woman in Southern California submitted her book and I passed it on to the appropriate buyer, who declined it. Then the author marketed the book herself and sent me e-mails every month telling me what she had been doing. The buyer came to me one day and said that the book was doing well and why wasn’t it in our system? I told him he was the one who initially rejected it.

[Author wonders why Betty didn’t share those monthly e-mails with the buyer. Author pictures the other author wasting time on e-mails, desperately trying to win approval from Betty.]
Author: You don’t mind authors bugging you every month with e-mails about their efforts?

Betty: No, that’s my job.

[But passing the info to buyer is not?]

Author: OK, what’s your e-mail address?

Betty: [Gives address.] You could send me another copy of your book.

Author: I sent you two copies in August precisely so you would have one to keep while giving the other to the [genre] buyer.

[Author is thinking that selling books from the car trunk after events is perhaps not such a bad idea after all.]

A Note from the Interim Editor

The Pen & Press should inform members and other interested persons about NCPA, its members, and their activities. The more we learn about each other and the work that members are doing, the better we can communicate about shared interests. While we are at it, it is ok to have a little fun.

Electronic publication allows some freedom that a printed version does not, but the editor still must choose what to include and must edit for length, pertinence, and readability. Please let me know if you are dissatisfied with the result, and I will endeavor to improve. If you like what you see, that would be good to know, too.

Send your articles and announcements to ken@umbachconsulting.com. Please provide submissions in Microsoft Word (or compatible) format, or in plain text, please. If you would like to leave a phone message, call 916-733-2159. That is a voice mail number that is available at any hour. I will return calls as soon as possible.

Thanks go to NCPA member Bill Wittich for his help in proofreading the newsletter and in advising on content for future issues. Thanks also to those who have submitted material for the newsletter.

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For updates and more information, see www.norcalpa.org.
This issue comes to you shortly before the annual NCPA Conference and Awards program, April 9, 2005. Read on for more information. Better yet, take a look at the program and registration form posted at the NCPA website. Please register early. That helps in conference preparations and saves you $20 over registration at the door.

This promises to be a fun and informative conference—a learning opportunity for those attending and a showcase for publishers and authors—as well as a chance to meet and talk with your fellow members and with the outstanding speakers for the event. “Thank you” to those whose efforts have made it possible!

The next regular meeting will be Saturday May 9th, again at Tower Books on Watt avenue. See below for more information on that meeting, for brief reports of the February and March meetings, updates on recent NCPA board activities, and other news and information.


Annual NCPA Conference and Awards Ceremony

The conference will be on April 9 at the Holiday Inn Capitol Plaza, 300 J Street (3rd & J) Sacramento, near the entrance to Old Sacramento. The featured keynote speaker will be Fern Reiss, author of The Publishing Game series of publishing books. The special guest speaker will be Bobbie Christensen, former SPA president and national speaker on self-
publishing. Also, we are fortunate to have Persia Woolley, author of three Book of the Month Club selection novels, speaking about writing and publishing during the media reception that is to begin at 5:00 pm.

The program and registration form are posted at the NCPA website, and have been mailed to members via the Postal Service. The registration fee if paid in advance is $90 for members and $125 for nonmembers. At the door, the prices will be $110 and $145 for members and nonmembers, respectively.

Please visit http://www.norcalpa.org/calendar/2005conference.shtml for more information and for the opportunity to register online. You can also print the registration form for mailing along with your check.

February Membership Meeting

The February meeting featured an informative presentation on layout and design, by NCPA member Candy Tutt. The talk, which Candy illustrated as she spoke (see photo), touched on many topics, and provoked discussion and exchange of information from several of the thirty or so people in attendance.

Among the topics were fonts, design issues, and terminology, such as point, alignment leading, header, and footer.

One notable caution is that it is best to avoid wrapping lines of type around both sides of an inserted graphic. A moment’s experiment with sliding the adjacent photo of Candy at the easel to the middle of the page while assembling this issue of The Pen & Press proved the point. I will not even burden you with a display of the result. Trust me, what you see here is better.

The Tower Books venue is a bright, inviting place for a meeting. Our thanks to Tower management for allowing NCPA to meet there and for their consideration in providing chairs for all in attendance.
March Membership Meeting

The planned speaker was unable to attend the March meeting, so we had the full two hours for freewheeling discussion and exchange of information on members’ new and forthcoming books and on such topics as printing, cataloging, copyright, trademark, business licenses, challenges of self-publishing, and more.

Items passed around for a look-see included Barbara Wallace’s new booklet on what publishers need to know about indexing, Loraine Holden’s forthcoming book Don’t Get Thin, Get Healthy (see announcement later in this issue), and Leon Portelance’s book Slumach: The Lost Mine (written as Edgar Ramsey). Some members recommended that Leon look into opportunities to have the book turned into a Canadian film.

Among the key points raised at the meeting was Bill Pieper’s comment that it is of critical importance for acceptance of a self-published book that it have all the hallmarks of a traditionally published book—ISBN, copyright information, Library of Congress cataloging information, and so on. The more care and professionalism the book shows in all aspects of production, the better chance it has of acceptance by reviewers and readers. Please be sure to visit the NCPA links page for valuable information on these issues: www.norcalpa.org/benefits/links.shtml.

Board Meeting Notes

The board has been hard at work in recent months, fine-tuning bylaws, preparing for the annual conference and awards ceremony, and otherwise keeping up with details of managing the organization. The bylaws are to be posted at www.norcalpa.org for a vote of the members. The conference program and registration form have been posted for access by members and others.

The process of changing the organization’s name from Sacramento Publishers & Authors to Northern California Publishers & Authors has been completed. Also reported, the treasury is in good shape. Members who wish to have details can contact our treasurer, Vincent M. Wales.

NCPA Election Notice

Watch your email and www.norcalpa.org for information on the forthcoming election for officers and directors of the Northern California Publishers & Authors. Barbara Wallace has been hard at work lining up candidates for the various offices and committee chair slots, as laid out in the new bylaws, which are pending member ratification as this issue is being completed.
**May Meeting Announcement**

The next regular monthly NCPA meeting will be held at Tower Books, 2538 Watt Avenue (near El Camino Avenue), Sacramento, CA 95821, 10:00 am to noon, Saturday, May 14th. Our speaker will be Ms. Wally Hoffsis, Collection Development Manager at the Sacramento Public Library. Her topic will be selling to libraries and the ins and outs of the Sacramento Public Library's acquisition process.

**Please note:** the NCPA annual conference and awards ceremony, April 9th, takes the place of a regular meeting for April.

**Plan Now for June 16th Tour of Commerce Printing**

NCPA member Bill Teie has arranged for a tour of Commerce Printing Service’s printing operation for Thursday June 16th starting at 5:30 pm. Commerce personnel will take us through the plant and explain the book-printing process from author's file to finish. The briefing, tour and question period will take no more than an hour. They will provide refreshments.

**Please note:** Commerce would like to have the names of the members who will be attending a week or so in advance. The company likes to do note pads for each visitor, with name, and a package of samples. Those planning to attend should drop Bill Teie a note at wteie@innercite.com a week to ten days before the June 16th tour. Bill will then pass the list of attendees on to Gil Casavantes, the President of Commerce Printing, our host for the tour.

Commerce Printing is at 322 North 12th Street, Sacramento (phone 916-442-8100. Note that 12th Street is one-way towards downtown. Commerce is on the right. There is plenty of free parking.

Please mark your calendar for this event, and watch for follow-up notification via email and the next issue of *The Pen & Press*.

**Summer Writers’ Conference, California State University, Sacramento**

The conference is to take place August 5-7, 2005:

Share an intensive weekend of inspiring lectures, hands on workshops and networking opportunities with writers and publishing insiders this summer at California State University, Sacramento. Take your writing to the next level, explore new genres, and learn how to publish your work while forging relationships that will help to challenge and sustain you throughout the year.

The conference website is [www.cce.csus.edu/writersconference/](http://www.cce.csus.edu/writersconference/). Please see that site for full information, including a printable brochure.
Contests to Enter

Although the deadline has passed for the first two of these, they are included here for those who might wish to follow up with a view to next year or to learn the outcomes of this year’s contests. Thanks to NCPA president Tom Watson for sharing this list.

Deadline: Feb. 18, 2005
The 9th annual Erma Bombeck Writing Competition is open for entries. There is a limit of one entry per person. There is no fee. One Dayton, one Ohio-area and one global winner will be awarded a $100 cash prize in each category: 1) humor, and 2) human interest. Essays should be 450 words or less and can be previously unpublished or published since Jan. 1, 2004. The Washington-Centerville Public Library reserves the non-exclusive right to publish the winning entries. Entries must be submitted using the contest's online entry form: http://entryform.humorwriters.org

Deadline: Feb 28, 2005
The Chicago Tribune is seeking short stories. Winners will be published in the Chicago Tribune and will receive $5,000. Entrants must be U.S. citizens. Other prizes include publication and $1,500 prizes for runners-up. Submit up to 2 stories, 2,500-10,000 words each. There is no entry fee. For additional details contact: Aleksandra Kostovski, Chicago Tribune, Nelson Algren Awards, 435 N Michigan Av LL2, Chicago IL 60611. You can also e-mail akostovski@tribune.com

Deadline: April 30, 2005
The Stephen Suscoco Screenwriting Mentorship Competition is now accepting submissions. The entry fee is $45. The award is a year-long mentorship with Stephen Suscoco, popular screenwriter. For more information visit http://www.writersroom.net/susco_wr/index.html.

Deadline: May 2, 2005

Deadline: May 16, 2005
Writer's Digest Annual Writing Competition. Writer's Digest is now accepting entries in the 74th Annual Writer's Digest Writing Competition. Compete and win in 10 categories. For more details: http://www.writersdigest.com/contests/annual/74th/
Deadline: July 1, 2005
Arizona Authors Association Literary Contest. Besides cash prizes ($100 in each category) and publication or author feature in the Arizona Literary Magazine, the winners will be officially announced and recognized during the Literary and Book Awards Banquet in Phoenix on Nov. 4, 2005. The unpublished novel winner will be awarded a Publishing Package by Author House. See http://azauthors.com/contest.html for more details.

New book by Naida West

In January, Bridge House Books sent out galley copies of Naida West's new novel, Murder on the Middle Fork, written in collaboration with her uncle Don Ian Smith. In 1957 Smith was featured in Look Magazine as the last of the circuit-riding ministers, riding a hundred miles on a horse to visit hermits in the rugged Idaho mountains (he heard good stories). Murder will be issued April 30. Description: In primitive isolation Frieda lives by the laws of the wilderness with her outlaw husband — until she finds something more important than raw survival. Based on one of Idaho's strangest murders, set in 1917 on the Salmon River. In May Naida will publicize the book with a tour of western states.

In recent months feature articles about Naida and her books have appeared in Sacramento News & Review and The Reporter (Vacaville). Later this year the PBS special, “The Head of Joaquin Murieta,” will include an interview with her.

Watch your program schedule for air times. She continues to speak and lead book clubs and other groups around her ranch and up the Cosumnes River. New readers are interested in the places and medicinal herbs featured in her Eye of the Bear and River of Red Gold.

Naida is at work writing the 3rd big novel in her local trilogy, Rest for the Wicked (1893-1910). She expects this to be finished in 2006.

New Book on Cowboys, by Alton Pryor

Never has a generation of men been such an inspiration for others as has the cowboy, and yet this venerable man was nothing short of a “Hobo on Horseback.” Describing this phenomenon is difficult at best, as he affected the wishes of so many. In the hearts of young and old the cowboy rivaled Santa Claus.

Alton Pryor, a writer of western history, has tracked down the background of the elusive cowboy in his new book, Cowboys, The End of the Trail.
The American cowboy left few tracks. Historians find themselves dealing with an image rather than facts. In reality, the cowboy was not near so grand as his image. He had no steady job once a roundup or a trail drive ended. He simply headed down the road, on his horse of course, looking for a place to bed down, feed his gnarling stomach, and perhaps pick up a job to tide him over until the next roundup.

While the cowboy image is somewhat sustained by today’s professional rodeo cowboys, they just aren’t the same. Sure, they can ride and rope, perhaps even better than the “cowboys” of history, but they are not the man that traveled with the trail herds from Texas to Abilene, Wichita, New Orleans, Cheyenne, Helena and further north to Ontario, Canada.

There are some estimates that say there were thirty-five thousand cowboys on the western ranges at one time, but the truth is, “Nobody Counted Cowboys.” It isn’t really known how many were out there and who they were. It isn’t known how many were black, Mexican, Indian, Norwegian, or any other ethnic background. Yet, they were all there.

Still, the cowboy earned his place in history, and you’ll find much of his lost culture in Alton Pryor’s book. Pryor, formerly an agricultural writer, is the author of twelve books on California and western history. His new book can be ordered from the publisher’s web site at www.stagecoachpublishing.com or from your favorite bookstore. You can also contact the author or email your book request at stagecoach@surewest.net. *Cowboys, The End of the Trail* sells for $11.95.

As Roy Rogers would say: “Happy Trails to you.”

**Why Vanity Publishers Are Like Sharks**

By Leon Portelance, Ramsey Books

*[Editor’s note: this article was posted as an email to the NCPA list. I have, with Leon’s permission, reproduced it as posted. I rather like the charm of its email style.]*

Quite a few years ago, this lady I knew told me that she had just finished a novel on reincarnation and asked me if I wanted to read the proof; she had just gotten it back from some vanity publisher who had made her pay about $1,500 to publish her book. She told me that it was the greatest thing since Agatha Christie. I should have run for cover at that comment, but I agreed to read it.

Needless to say, it was totally incoherent. She used no quotation marks and did not indent paragraphs or quotes. I pointed this out to her and she told me that that was what
editors were for. (I didn't even try to explain to her that if the proof looked like this, so would her book.) Then I saw a strange word, "selavee." I asked her what it meant and it turned out that she had meant to say, "c'est la vie." Further on I saw another one, "wah-laah." It turned out to be "voila." I honestly couldn't finish reading it, it was so bad, absolutely unreadable, but I tried to give her some constructive criticism anyway. She nearly bit my head off.

That would seem like the end of the story, but there is more. I heard several months later that she was going to jail, apparently for embezzling $3,000 from her employer. She had only worked at the company for a few weeks, but claimed that her new boss had agreed to lend it to her. The judge didn't agree. Turns out she took the money to give to the vanity publisher after she found out that the $1,500 was only a deposit and they wouldn't print her books until she paid the balance. Some people will do anything to see their name in print!

**Thoughts on Writing, by Marlys Norris**

*Editor's note: Thanks to Marlys for sharing this lovely rumination. These are words to live by for writers.*

Those of us who love to write find this gift of expression satisfying. It matters little the genre or whether we use pen and ink, typewriter, or a computer. Words that flow from our inner-self are like the overflow of a cup filled to the brim with the blessings of God. They come as an outpouring from us to uplift, encourage and bless others as they read them.

Writing is a passion and the finished project or manuscript offers us a sense of satisfaction as the creative process within us is expressed. We may never become a famous author or earn millions from our craft; yet, we do have a sense of accomplishment that is priceless.

Some of us write for personal pleasure, others to be published. Regardless, all our writings are a legacy of our life, as what we write will live on long after we are gone. Seeing our work as a published product (whether a poem, an article or a book) takes work and time. It may not be as pleasurable as to pen and paint words of a passionate message to our world, but for some of us, we are still compelled and find writing necessary.

**Loraine Holden's New Book Out Soon**

*Don’t Get Thin Get Healthy,* by NCPA member Loraine Holden, of Fair Oaks, California, will be available in book stores about June 1, 2005. Holden’s background is in biochemistry, physiology, and the medical sciences. Loraine has analyzed some of the fallacies in current books. She is over seventy and her radiant good health shows the advantage of exercise and eating natural foods.

Holden will be available to discuss certain aspects of her book with members of the media and at club meetings or other gatherings. She will take advance orders and send
books as soon as possible. On request she will lead simple standing exercises that relieve the stress of sitting too long at a computer.

Many ideas in the book go against commonly held beliefs that have contributed to the present epidemic of obesity, diabetes, heart disease and cancer. Holden urges her readers to take charge of their own health so they won’t have to worry about mounting costs for prescription drugs and whether Medicare is solvent. They can prevent their own debilitating aging.

Interviewers or groups can ask Holden to speak about the following topics:

1. Obesity is a symptom, not a cause of disease. Extreme diets and other quick weight loss methods make a person less healthy and prone to regain lost fat.

2. Avoiding dietary cholesterol doesn’t lower blood cholesterol or help your heart and arteries. Better to avoid the sugars that the body makes into LDL cholesterol.

3. Arthritis is not inevitable as you age. Holden reversed symptoms of her arthritis by using a simple item from the produce section of most grocery stores.

4. All vegetable oils are not preferable to saturated fats. Oils with too much linoleic acid as compared to linolenic acid are unhealthy. Saturated fats from organic sources are better for you than many poly-unsaturated oils.

5. The body is meant to be healthy. With natural foods, a few supplements and enough exercise it is stimulated to make all the necessary chemicals for cell functions.

6. The mind-body connection is real. Your thoughts can affect your body and your activities can affect your brain.

7. Avoid household toxins and minimize those in your diet and environment.

**Wanted: Scary Stories for Young Children**

A library media teacher in Massachusetts recently shared her interest in seeing more scary stories for the easy-reader crowd. This may be of interest to NCPA members who write, or publish, or both for that audience. Here is what the teacher, Johanna Halbeisen, had to say:

> When *Eeek! Stories to Make You Shriek!* came out, I cheered. At last there was something to give to the first and second graders who kept begging to take out *Goosebumps*. I so appreciated being able to give them something they could actually *read*! Now some of that series is out of print. I would like to tell children's book authors and publishers that there is a great need for this type of story in the
easy reader format. My *Eeek* books are usually not on the shelves. Yes, I know about the Alvin Schwartz contributions and the *Five Funny Frights*, etc. The latter are usually turned down because the pictures "aren't scary." And if it has "funny" in the title, my 6-year-old horror lovers turn their backs.

I suspect that Ms. Halbeisen, who provided her comment for publication in *The Pen & Press* in response to my request, is not the only one who is looking for books like that. She originally posted her comment on LM_NET, a 14,000-member-strong international email discussion list serving school librarians and allied folks.

**Other News, Announcements, and Comments**

Your interim editor invites submissions for this section of *The Pen & Press*. Short items of interest to writers, editors, and publishers (and allied folks) are welcome here.

**Adam Rosenbaum in Sacramento News & Review**

- Adam was interviewed by *Sacramento News & Review* about *How to Remember Not to Forget* for the paper’s “15 Minutes” column. The interview with photograph appeared in the February 10 edition of the paper.


**Pat Canterbury book signing in April**

- New NCPA member Patricia E. Canterbury will be signing copies of her short story in the new anthology, *Life's Spices from the Seasoned Sistahs: A Collection of Life Stories by Mature Women of Color* on Saturday, April 30, 2005, from 1:00 to 3:00 pm at Carol's Books 301 Florin Road Sacramento 95831. Carol’s phone number is (916) 428-5611.

  *Editor's note: Carol's Books is a distinctive bookstore, well worth some browsing.*

**Notes from Naida West**

- Naida West of Bridge House Books is pleased with the print job of Monarch Color Service, at 819 19th Street, Sacramento. 916-447-8757. They just printed her updated brochure -- 4-color, cut, folded, slick, shiny paper. She liked their pricing (39 cents/unit for 2,000), 2) their service (they go to your place of business—even Rancho Murieta!), 3) their quick turnaround, and 4) the quality of their product. Monarch is a merger between the former Infomania (Sunrise Blvd) with another company. They do postcards, signs, ads, brochures, bookmarks, etc, and have a designer on staff. The brochure had already been designed by an outstanding graphic artist, so Naida has no experience with the Monarch designer.

- Naida is also pleased with the responsiveness, quick turnaround, and pricing of the company that printed 350 galley copies of her new novel, *Murder on the Middle Fork*, Medius Corporation in Milpitas. They print books, make CD jackets,
and manufacture CDs and all sorts of other materials. The pricing of their books is more competitive in short runs, though they have the equipment for higher quantity runs. The books seem a little stiff—not easy to read in bed with one hand—but are otherwise of high quality. Naida liked the personalized help by Victoria, even when the cover required last minute computer tweaking under time pressure. She drove to Milpitas to pick up the printing and view the huge, new digital printing plant. The for-sale run of the book (3,000 quantity) will probably be done by a company more competitive in larger runs. Contact: Victoria Maddux 408-519-5006.

**Have an obsession? Write about it!**

- "Over time, my interest grew into an obsession. For a writer, of course, often the best way to deal with an obsession is to write about it." Harvey Rachlin, in *The Making of a Cop*, p. xii. (Submitted by James Umbach, transit enthusiast, sometimes writer, and son of the interim editor.)

**Bill Pieper Out and About**

- April is shaping up to be a busy month for NCPA member Bill Pieper. On Friday, April 15th, in Grass Valley he will read from his novel-in-progress *Belonging*, at the annual Listening to the Wild event sponsored by Nevada County Literature Alive. See [www.litalive.org](http://www.litalive.org) for details. On Friday, April 29th, Bill appears at College of San Mateo to lead discussions of his novella collection *So Trust Me*, published in 2000, for two classes in the English Department.

**“Meet and Greet” at Book Lovers Bookstore — opportunity for authors**

- From NCPA member Stephanie Chandler: “We are hosting a ‘Meet and Greet with Sacramento Authors’ at my bookstore, Book Lovers, 5800 Madison Ave, Sacramento, CA 95841, on May 21st from noon-3 pm. Everyone is invited. Authors can also get in touch with me directly if they would like to be included in the roster and display/sign/sell their books. There is an overview on our website: [www.bookloverscafe.com/meet-greet.htm](http://www.bookloverscafe.com/meet-greet.htm).” For more information, email stephanie@bookloverscafe.com or phone, 916-332-3133.

**Vincent M. Wales’ New Book Garners Reviews**

- *One Nation Under God*, by NCPA member and officer Vincent M. Wales, is drawing attention.

Marie Jones, writing for [bookideas.com](http://bookideas.com) awards four stars, and states:

*One Nation Under God* is a chilling book that reads more like something right out of today's headlines than an imaginative work of fiction. Author Vincent M. Wales, founder of the Freethought Society of Northern Utah, captures the danger of theocracy and our current government's abuse of the separation of church and state in a very unusual book that combines suspense
with elements of social commentary. And he does so in a highly unique and entertaining way. I simply could not put this book down.

Kim L. Coles, of A Book Lover’s Reviews, summarizes:

This is an excellent book. Told through a series of diary entries, emails, and web pages, it creates the frightening downward spiral of American society in a future where today’s popular mixing of religion and government have grown immeasurably worse. To the Christopher administration (and the strong fundamentalist base that supports it), there is no such thing as separation of church and state. There is no such thing as freedom of religion, or even freedom of speech.

**Esther Franklin: in Running for an Award and Busy Speaking**

- Volume II of *The Others at Monticello* is in the finals for a *Writer’s Digest* annual award. WD has requested a picture of the cover and answers to questions about Esther’s life. “Who knows???” she says. (Volume I was SPA winner for Historical Fiction and the Overall Gold Award last year.) She has been very busy talking to various groups, including, the weekend of March 12th, a session at the annual conference of the California Council for the Social Studies. There she spoke on "Thomas Jefferson: Racist and Sexist?” “The room was full and I seemed to have a good reception,” she reports.

- In other developments, Esther tells *The Pen & Press*, “My real ‘keeping me busy’ project has been making presentations about Libya, where I was a guest last summer. There was an article in *Because People Matter*, and one meeting was covered by cable TV in Nevada City. Do I sound too dangerous to appear in our Newsletter?” (Editor’s note: no, we’re living on the edge here.) Esther was also interviewed for a YWCA program focusing on women who are leaders.

**A Note from the Interim Editor**

A lot goes on behind the scenes to make NCPA function. Recent activities of the board have included drafting and revising bylaws for submission to members for ratification, a host of tasks in preparation for the annual conference and awards ceremony, management of the highly regarded NCPA website, maintenance of the professionally designed roster, processing of membership applications, management of the organization’s funds, and ongoing exchanges of information on other topics and tasks. What you see at a meeting is only the tip of the organizational iceberg.

Please consider volunteering—or responding favorably to a request—to participate on a committee or to hold an office in NCPA, now or whenever the opportunity arises. Some responsibilities are time-consuming, but others require only occasional assistance and advice. Those are an easy way to contribute to the organization, to learn more about how it operates, and to see whether a larger role might be in the cards for you.
Send your articles and announcements to ken@umbachconsulting.com. Please provide submissions in Microsoft Word (or compatible) format, or in plain text, please. If you would like to leave a phone message, call 916-733-2159. That is a voice mail number that is available at any hour. I will return calls as soon as possible.

Thanks to those who have submitted material for the newsletter. NCPA members who would like a text-only version of the newsletter for less ink-intensive printing, please email request to ken@umbachconsulting.com.

Ken Umbach, interim editor

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The NCPA Conference in April was a great success! Check out highlights and the list of award winners in this issue of the newsletter.

Please note that there WILL NOT be a Saturday meeting for June and instead interested members can attend the tour of Commerce Printing.

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Letter from the President

The award winners have been announced and the annual conference wrapped up, and a new board has taken office. Congratulations to award winners Laura Ramirez, Linda Marchus, Anna Hourihan, Peter De Fremery, Vince Wales, and Anne Da Vigo; and thank you to Barbara Wallace, this year's chief judge, and Vince Wales, the conference coordinator.

This issue is the first by incoming editor Stephanie Chandler. Barry Schoenborn has taken over the Web site and e-mail list, Phil Silver handles membership, Patricia Canterbury manages publicity, Ken Umbach coordinates the Speakers Bureau, and Candy
Tutt is chief judge of the book awards. Officers are Bill Teie, secretary; Barbara DesChamps, treasurer; Vince Wales, vice-president; and Tom Watson, immediate past president.

Second Saturday meetings at Tower Books on Watt Avenue, Sacramento, will continue. Topics tentatively planned include cover design, audio books, and writing a comprehensive marketing plan (which is often required by major trade distributors before they'll take on your book). Please continue to send your meeting suggestions to me at skw@williamswriting.com.

I look forward to seeing you at the meetings.

Sandra Williams, President

Congratulations to Book Awards Winners!

Gold Book Award Winner, Best First Book, Best Nonfiction – How To
Keepers of the Children: Native American Wisdom and Parenting By Laura M. Ramirez, Walk in Peace Productions, Reno, Nevada
www.walk-in-peace.com

Silver Book Award Winner, Best Illustrated Children's, Best Interior Text Layout, Best Interior Text & Images/Graphics Layout, Best Exterior - Hard Cover
Shy Sherman By Linda Marchus, Wee Read Publishing, Lincoln, California
www.weereadpublishing.com
ISBN: 0-9723122-2-6

Bronze Book Award Winner, Best General Nonfiction, Best Spiritual/Self-Help
Mysticism in American Literature: Thoreau's Quest and Whitman's Self By Paul Hourihan; Edited by Anna Hourihan, Vedantic Shores Press, Redding, California
www.vedanticshorespress.com
ISBN: 1-9318160-3-4

Best General Fiction, Best Juvenile/Young Adult Fiction, Best Media/Marketing Package
One Nation Under God By Vincent M. Wales, DGC Press, Sacramento, California
www.vincentmwales.com
ISBN: 0-9741337-0-1
**Best Poetry**
*Traveler Maps: Poems by Ko Un* By Ko Un
Tamal Vista Publications, Cambridge, Massachusetts
[www.tamalvista.com](http://www.tamalvista.com)
ISBN: 0-917436-06-7

**Best Exterior - Soft Cover**
*Coffee and Ink: How a Writers Group Can Nourish Your Creativity* By Monday Night Writers Group; Edited by Anne Da Vigo; Design and Illustration by Gail Segerstrom
Quill Driver Press, Sacramento, California
[www.coffeandink.net](http://www.coffeandink.net)
ISBN: 0-9745722-0-9

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Small Publishers Association of North America (SPAN), [www.spannet.org](http://www.spannet.org)

Special Thanks Gary Chew of Capital Public Radio, for emceeing and presenting.

**NCPA Annual Conference Speakers Enlightened and Entertained**

By Ken Umbach

NCPA’s April 9th conference, held at the Holiday Inn Capitol Plaza, in downtown Sacramento, drew an enthusiastic group of NCPA members and others who were treated to informative and entertaining presentations by Fern Reiss and Bobby Christensen, with a special appearance by author Persia Wooley.

Featured Keynote Speaker Fern Reiss spoke about “Expertizing,” her own take on the process of becoming recognized as an expert in your field. She pointed out the importance of having published a book: “The media loves to quote authors. Having a book is a baseline for media credibility.” She advised carrying your book with you, not to sell the book, but rather to use the book to sell yourself. Even better than a book is a series of books. A series of three provides credibility. Further, it is easier to market a series than a single book.

In her presentation, Fern Reiss covered much additional territory. For more information, keep an eye out for Fern Reiss’s forthcoming book on the topic of Expertizing. See

Guest Speaker Bobbie Christensen used her morning presentation to inform attendees about her ten-step method for completing a book in as little as two months, or in 50 weekends, for those with a full-time job.

Bobbie Christensen’s method calls for plenty of focused work, and some old-fashioned tools, including the old standby, index cards. Bobbie Christensen’s method calls for discipline and organization, and is indeed a step-by-step approach. The presentation focused on the process of writing fiction, with an emphasis on scene-by-scene crafting of a novel and the key steps of creating dialogue, action, romance, and comic relief, and the vital role of rewriting to polish and perfect the manuscript. The basic method is also applicable to non-fiction, as the speaker explained. For information on Bobbie Christensen’s seminars, see http://www.booksamerica.com/seminars.html.

Author Persia Wooley spoke in an informal afternoon session and again at the evening awards presentation. She gave personal insight into the process of researching and writing historical fiction and the process of publishing. Although Persia Wooley’s highly regarded Guinevere trilogy (Child of the Northern Spring, Queen of the Summer Stars, and The Legend in Autumn) is currently out of print, her book How to Write and Sell Historical Fiction, published in 2000, is available and is bound to be of interest to anyone considering that genre or simply interested in what goes into crafting historical fiction.

May Membership Meeting
By Ken Umbach

Our May meeting, emceed by Bill Pieper, featured member and visitor introductions, a round table free-for-all Q & A session, and a talk by Carolyn Rokke, filling in for the previously announced speaker. Carolyn is the interim Collection Development Manager for the Sacramento Public Library. Nearly all of the chairs were filled by the turnout of around 20 members and visitors.

Bill Pieper mentioned the Focus on Writers conference, and passed out fliers about the 19th Annual Focus on Writers Contest, May 1 - August 31, 2005. See www.saclib.org/about_lib/focus_flyer_2.html for information.

A reminder was given about the Commerce Printing tour scheduled for 5:30 pm, Thursday, June 16th. Be sure to let Bill Teie know if you plan to attend, as Commerce Printing would like a nose count, and will be preparing a little something for the folks who join the tour. Email Bill at wteie@innercite.com, or see the NCPA member roster for his phone number.

Among the topics of discussion were Pacific Copy & Print (www.pacificcopy.com/) as a local short-run book printer (contact Harvey Case), Bang Printing, in Minnesota (www.bangprinting.com/), as a book printer, and the value of Publishers Marketing Association (www.pma-online.org/) for marketing assistance. Commerce Printing, in Sacramento, of course prints books, but the minimum recommended run is 1,000 copies.

Carolyn Rokke explained how to bring your book to the attention of the Sacramento Public Library (www.saclib.org). First and foremost, do NOT send a postcard or catalog.
Those arrive in droves. Rather, donate a copy of your book. If you can, include copies of reviews. Staff will consider the book for placement in the collection, and for possible purchase of additional copies. The decision will reflect one question: “Does it have an audience for a public library?” The Sacramento Public Library is a circulating library, not an archive, with the exception that there is an effort to collect non-circulating copies of books by local authors, available at the California room of the main library, 828 I Street.

The library is “always looking for well-researched books of local interest.” Carolyn added, “Every book has to earn its place on the shelf,” as processing takes time and involves costs, and shelf space is not unlimited. The library does not accept spiral-bound books.

When sending a book to the library, be sure to include ordering information. That should be by way of a distributor, such as Ingram or Baker & Taylor, as the library would prefer to deal with distributor rather than publisher. Do not make the library call or email to get ordering information. The library needs to be able to pay by invoice, with the usual terms, and is not set up to prepay or pay via credit card.

During the discussion the question came up of lists of all libraries in California. One source of information is the directory prepared by the California State Library, and available via www.library.ca.gov/html/main.cfm. (Alas, your reporter did not take notes on the other sources mentioned, but is confident that the CSL listing is authoritative.)

Following Carolyn Rokke’s informative presentation, the meeting adjourned and members chatted informally. Your reporter naturally browsed for a few minutes (so many books, so little time!) and purchased three paperback volumes of classic poetry on his way out.

Additional Contact Info:
Pacific Copy & Print
(916) 928-8434 1700 N Market Blvd # W
Sacramento, CA

June Meeting Announcement

There will be NO MEETING in June. Regular meetings will resume in July.

The next regular monthly NCPA meeting will be held at Tower Books, 2538 Watt Avenue (near El Camino Avenue), Sacramento, CA 95821, 10:00 am to noon, Saturday, July 9th. Subsequent meetings will occur at Tower on Saturday, August 13th and Saturday September 10th.

Mark your calendar for the Commerce Printing plant tour the evening of Thursday June 16 at 5:30pm. This NCPA-sponsored event is at 322 North 12th Street in Sacramento. If you plan to attend, please RSVP in advance to Bill Teie (wteie@innercite.com) so he can inform Commerce of how many people to expect.

The newly elected NCPA Board of Directors will meet on Saturday June 18th to discuss the upcoming year. Updates will appear in the next newsletter and on the e-mail subscription list.
**Summer Writers' Conference at Sacramento State**

Aspiring writers will have the opportunity to participate in an intense three-day Writers' Conference Aug. 5-7 at Sacramento State, presented by the College of Continuing Education. The conference features workshops, public reading events and individual critiques from nationally recognized writers. It will also include a panel discussion from industry insiders on how to publish work and the chance to establish or join ongoing writing circles.

The conference will kickoff on Friday, August 5 with a luncheon and the keynote speech by Dorothy Allison, a nationally acclaimed novelist, essayist, memoir writer and poet. Allison is the author of Bastard Out of Carolina, which won the Lambda Award and was a finalist for the National Book Award. Her other works include Cavedweller, Trash and Two or Three Things I Know for Sure.

The conference workshops will provide professional-level writing instruction on writing plays, novels, poetry, commentary and criticism, memoirs and children's literature. Elizabeth Hough, director of development for the CCE, said that the conference is not limited to any age group or skill level. "We wanted a mix of people who want to gain skills or hone their craft, whether they have already had work published or have always toyed with the idea of writing," Hough said.

Organizers are currently accepting registration for the conference. Prior to July 22, registration fees are $199, which covers workshops, free-writing exercises, lunch on Friday, keynote speaker address, evening reading events, publishing panel discussion and parking. After July 22, registration is $225. There is also a $25 optional additional fee to reserve a 15-minute feedback session with a workshop leader. To receive feedback, participants must submit a five-page doubled-spaced writing sample prior to July 22. Special lodging rates are also available to conference participants. The evening reading events are free and open to the public. Registration is available at [http://www.cce.csus.edu/writersconference](http://www.cce.csus.edu/writersconference) or by calling (916) 278-4433. For more information about the conference, contact Manuela McClary at [mailto:manuela@csus.edu](mailto:manuela@csus.edu).

**Writer's – Write On!**

By Marlys Norris

There is no finer compliment for a writer than having a satisfied enthusiastic reader comment favorably about what they have created. Writers solicit as many readers possible interested in their product. Holding the interest of the reader throughout the story, article or poem, must always build mystery and excitement, feeding them just enough encouragement to want more with each phase or chapter.

Some writers are naturally skilled in this area, while others learn gradually this technique of writing to meet the need of the reader. The reader’s enjoyment must be continually on the mind of the writer as they pen their genre’. One way of developing this skill of creating and painting words that are meaningful and challenging is arrived by reading successful selling books. Another might be found in having their work critiqued by a skilled editor who would bring this area to the forefront to encourage creative changes in their writing style. Writing Groups, Seminars and books are also helpful.
Satisfaction for writers comes when the final product is accepted by the reading audience, but success arrives with a bigger check from the publisher or book distributor.

**Member Events**  
Photos by Ken Umbach

Patricia Canterbury signs copies of her new book *Life’s Spices from Seasoned Sistah’s: A Collection of Life Stories from Mature Women of Color*.


**LM_NET Archives: A Source for Authors and Publishers**  
By Ken Umbach

LM_NET, an email discussion list with some 14,000 members worldwide, serves school librarians and others with an interest in school libraries. LM_NET’s browsable, searchable archives, [http://www.eduref.org/lm_net/archive/](http://www.eduref.org/lm_net/archive/), allow visitors to learn about the needs and interests of the school library community. Although membership in the list is restricted, anyone can read the archives.
Subjects addressed on LM_NET include much that pertains to the nuts and bolts of school libraries, such as checkout procedures and managing the collection. Also addressed, however, are needs for particular kinds of books, what students are reading, what teachers are asking for, and issues regarding particular genres.

For NCPA members--authors and publishers alike--who would like to keep an eye on thinking among school librarians, the LM_NET archives may be worth at least an exploratory visit to review a sampling of posts.

Meet & Greet at Book Lovers Bookstore a Success for Authors and Readers
By Ken Umbach

The "Meet and Greet" with Sacramento authors on Saturday, May 21, at Book Lovers Bookstore (Madison and Manzanita, Sacramento) was a success for all involved. I arrived as the event was getting well underway, and made the rounds to visit with Adam Rosenbaum, Vince Wales, Phil Silver, Bill Holden, Tom Zinkle, Barbara DesChamps, Tom Watson, Candy Taylor Tutt, Beth Tigner, Helene Vorce-Tish, Ben Waldron, Tim Herrera, Kay Muther, Andrew F. O'Hara, Evelyn Swift, and others. (Apologies to those I have missed in the list. So many books, so little time!)

Some of the authors are folks known from NCPA or from the California Writers Club. Others were new faces. A bonus was the chance to meet and chat with Sacramento-based literary agent Andrea Hurst [www.AndreaHurst.com].

My wife, Rosa, and son, James, also dropped by for a while to meet the authors,
pet the store cats, and browse. Judging from the hour or so we were there, it was a good turnout of readers. We left with a bagful of good reading, and a severely dented wallet.

Editors’ note: besides those Ken mentioned, the following local authors also participated in the May 21st event: Nik Colyer, Cheryl Demas, Karen Sandler, Nicholas Grabowsky, Dr. Tom Zinkle, and Susan Roberts.

Interesting Publishing Statistics Provided by Sandra Williams

According to today’s Publishers Lunch, which got the numbers from R.R. Bowker, 195,000 titles came out last year, an increase of 14%. The increase the previous year was 19%.

➤ The 12 biggest trade publishers combined put out 24,159 titles.
➤ The biggest print-on-demand (POD) publishers put out about 20,000 titles.
➤ University presses published 14,484 titles.
➤ The average price of hardbacks fell to $27.52.
➤ The average price of trade paperbacks rose to $15.76.

Market Your Books by Publishing Articles

By Stephanie Chandler

Book signing events, book reviews, and media interviews aren’t the only effective strategies to get publicity for your books. With the explosion of information on the Internet, more and more authors are discovering that publishing articles through the Internet can bring great exposure for books.

There are dozens of free content sites where you can post your articles and make them available to people who want to reprint them on their websites or in their newsletters. When an article is reprinted, the publisher must include the author resource box—the area where you can hype your book and your website.

When writing articles, make sure your content is of interest to your target audience. Submit the articles to several free content sites for maximum exposure. Over the subsequent weeks and even months, you can perform Internet searches to find out where your articles have landed. Keep in mind that the more articles you submit, the more exposure you can potentially receive.

In addition to writing fresh articles, you may also want to use this strategy to reprint excerpts from your book. Make sure your author resource box clearly states that the article is an excerpt and tells the reader where to find more information on your book.

This strategy will cost you only time and could potentially bring you plenty of new readers. An added bonus is that your website link will start to proliferate across the Internet, increasing your site rankings with search engines. And since you’re writing articles already, why not also submit them to print magazines and newspapers for reprint? One reprint in a national publication could bring the exposure you’ve been waiting for and propel your writing career to a whole new level.

**Tips & Resources**

*New Column* Please submit your publishing-related tips and resources to Stephanie@StephanieChandler.com. You can submit them anytime and don’t have to wait for the next call for newsletter submissions.

- Writers Weekly offers lists of markets (magazines and newspapers) that accept article submissions as well as a weekly newsletter full of interesting articles and writing tips. Visit [www.writersweekly.com](http://www.writersweekly.com).

**New Book by Pamela Masters**

*Sass & Serendipity* doesn’t yet have a publication date due to some setbacks, but Pamela Masters is already launching her promotional campaign. She would like to note that she is very pleased with her cover artist, Howard Goldstein of Howard Goldstein Graphics. Following is the first book review:

“*Sass & Serendipity* exudes personality. Though biographic in nature, the book reads like a novel. Romance, danger, intrigue, exultant highs, crushing lows, and hell, even a car chase of sorts. All the ins, outs, highs and lows that make up life.

“Masters begins this, her second book, having narrowly escaped death in a Japanese prison camp, as she documented in her first book, *The Mushroom Years*. The end of World War II brings her to
the where life away from her beloved China feels daunting. But those qualms are soon swept away when her life becomes one full of twists and turns, taking her places she never dreamed, through adventures in the fashion industry, the building boom of the fifties, and into the space race.

Along the way, she meets and marries Jay, her special love, and they end up in the Sierra Foothills of Northern California, where they raise two daughters, acres of fruit, gallons of cider, thousands of pies, and a considerable amount of hell.

“Sass & Serendipity is a very well written book. Masters has a way with words and a direct approach to life that makes you cheer her triumphs and feel her anguish in turn. Learned the hard way, she has a never-look-back way of seeing things that we all could use. It's a delight to read.” -Tom Williams, Hidden Passage Books

Two New Booklets by Pat Cuellar

Pat Cuellar, now a resident of Dayton, Nevada, has just published two booklets relating to life story writing: How to Start & Run a Successful Memoir Writing Group and Write the Stories of Your Life. The booklets are available on her website: www.LifePrintsPublishing.com. She is also facilitating self-publishing and memory writing workshops in the northern Nevada area.

Cuellar is also accepting submissions for another new book, The Joy of Sex and Friendships After Fifty. Contact her via email to request submission guidelines.

Other News, Announcements, and Comments

Your editor invites submissions for this section of The Pen & Press. Short items of interest to writers, editors, and publishers (and allied folks) are welcome here.

Put on your Klingon ears and set your fazers on stun for the First Annual Starstruck Fantasy/Sci-Fi Convention

- Saturday July 9 at the Sacramento Scottish Rite Temple
- Doors open at 10 am, $10 admission fee
- Celebrities! Games! Programs! Music!
- Candy Tutt will be among the vendors, ‘Ten Dragon Tails’ should fit right in!

Vincent M. Wales teaches a series of fiction writing classes at The Learning Exchange (www.learningexchange.com) and has the following upcoming dates scheduled:

- Fiction Basics #2 - Plot & Conflict, June 14
- Fiction Basics #3 - Description & Setting, July 12
- Fiction Basics #4 - Body & Structure, August 16
- Fiction Basics #5 - Voice & Theme, September 13
- Fiction Basics #6 - Creation & Crisis, June 16, 2005 & October 11
- Fiction Basics #7 - Revision & Submission, July 14 & November 15
- Fiction Basics #8 - Agents & Publishers, August 18 & December 13

Dahlynn & Ken McCowen to Sign Their New Book: Chicken Soup for the Fisherman’s Soul
June 4, 2005: Folsom, California  **Costco members only, please**
Where: Costco Warehouse - 1800 Cavitt Court, Folsom
Time: 1 p.m. to 4 p.m.

June 5, 2005: Citrus Heights, California
Where: Barnes & Noble - Marketplace at Birdcage, Citrus Heights
Time: 1 p.m. to 4 p.m.

Visit www.fishsoul.com for more information.

6th Annual Central Coast Book & Author Festival

The Foundation for San Luis Obispo County Public Libraries is pleased to remind you of our 6th Annual Central Coast Book & Author Festival taking place on the Second Saturday in September 9/10/05 in Mission Plaza.

This year the San Luis Obispo Historical Society will be launching the 100 Year Anniversary Celebration of our local Carnegie Library located within Mission Plaza at the Central Coast Book & Author Festival. Please go to http://www.ccbookfest.org for more information.

A Note from the Editor

This is my first release of the newsletter and I would like to send a hearty “Thank You” to Ken Umbach for all of his assistance with the transition and contributions to this edition. He has truly gone above and beyond the call of duty, something I suspect he does often.

I have done my best to stick to the original format of the newsletter and have added a Tips & Resources section. This organization is full of talented writers and I’m sure we all have some great tip we can share. I encourage you to submit your favorite resources, websites, service providers, contests, conference announcements, and publishing-related book suggestions for inclusion in the newsletter. This is a great opportunity for us to help each other. Please also feel free to submit articles that would be of interest to the other members. How-to articles are a great way to share ideas and strategies that have worked for you.

Since I own a bookstore and Saturdays are my busiest day, it is difficult for me to attend meetings regularly. Because of this, I need to rely on all of you to be my eyes and ears and make sure that I am aware of any details that should be included in this newsletter. I would appreciate any assistance you can provide with content. I also encourage you to send me feedback on the newsletter and let me know what you like, don’t like, and suggestions for improvements.

Send your articles and announcements to Stephanie@stephaniechandler.com. Please provide submissions in Microsoft Word (or compatible) format, or in plain text.

I look forward to getting to know all of you in the upcoming months!
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For updates and more information, see www.norcalpa.org.
Letter from the President

Every year PMA holds a two- or three-day publishing university just before the biggest book event in the U.S., Book Expo America. Past attendees of PMA-U have come back raving about how much they learned in just a couple of days.

Because NCPA is a PMA affiliate, one member can attend PMA-U at no charge. In addition, PMA provides a stipend of up to $500 to help cover trip costs. All you have to do to be eligible is to complete the application form and return it to me by Dec. 1. The NCPA board will review the applications and forward them on to PMA for approval.

Book Expo America will be held May 19-21 in Washington, D.C. PMA-U will be held in a nearby location the two or three days just before BEA. Please consider carefully whether you can attend before applying. In 2005 the scholarship recipient was unable to attend because of a last-minute conflict, and that opportunity was lost.
Recipients are expected to share their experiences with other members in one of the monthly meetings. The application form can be found later in this newsletter, and there will be a reminder on the e-mail list.

If you have any questions about PMA-U, bring them to the next meeting on Aug. 13. See you then!

-Sandra Williams, President

**PMA-U APPLICATION FORM**

Affiliate Group's Name:
Name of Applicant:
Publishing Company:
Position with Company:
Address:
City, State, ZIP:
Telephone:
Fax:
E-mail:
Do you belong to PMA:
Describe briefly background in publishing:
What you hope to gain from attending the 2006 PMA Publishing University?
(In 150 words or less)
How you plan to share the information you gather at the University with others?
(In 150 words or less) Return by e-mail to skw@williamswriting.com no later than Dec. 1, 2005.

**July Membership Meeting**
By Sandra Williams

The July 9 meeting at Tower Books was a low-key event attended by 11 members and visitors. After a round of introductions, attendees shared their current publishing concerns. The small size of the group was a networking plus: we were able to spend more time learning about the different concerns and proposing alternative solutions tailored to that person's situation.

For instance, one nonfiction author wasn't sure whether he should self-publish. Because his topic has broad appeal and might easily attract a publisher, it was suggested he learn more about what's involved in self-publishing before deciding. Two members who have published nonfiction--one through Xlibris, the other by starting his own company--discussed the pros and cons.
Another topic that came up was the business of publishing: obtaining a business license and a resale permit, collecting sales tax, and computerized record keeping.

Upcoming Meetings

The Aug. 13 meeting will also focus on networking.

On Sept. 10 our speaker will be Pam Schwagerl, president and owner of the small press Tsaba House. She will discuss marketing plans for the trade and for consumers.

Pam Schwagerl managed an HVAC company for many years but it was her life-long dream to start a publishing company. In 2002, she wrote a business plan, then put out a call for manuscripts (receiving over 1000) and signed contracts with 7 authors. The first title was released in 2004. Within a few months, Tsaba House was offered a contract with a large Christian Distributor, FaithWorks/STL. They published 7 titles the first year, have recently signed several more authors and have an aggressive plan for over 10 new titles in 2006.

The first four titles all made it onto her Distributor's Top Ten Bestseller list within the first three months of their distribution. The company publishes Fiction, Self-Help, Devotionals and Home-Schooling Curriculum and has plans to start a second imprint for a line of children's books.

Pam believes there are three things needed for success in publishing: Determination, a good business plan and marketing plans. At the September meeting, Pam will discuss marketing plans for the trade and for consumers, the differences between them and the need for both. This information should be valuable for all members.


Pete will discuss book design and production issues, and he will answer questions from attendees. Pete has given presentations on book interior design, cover design, and typography at various Bay Area Independent Publisher Association annual seminars, and he's also part of an "expert panel" that fields questions at BAIPA monthly meetings during an open Q&A session.

Since 1996 Pete has operated a book design and production service, and he has produced and supervised production of hundreds of books and other publications. More information can be found at http://www.aeonix.com.
Commerce Printing Services Tour
By Bill Teie

On June 16th, twenty-five people (most of them members of Northern California Publishers and Authors) toured the Commerce Printing Services plant on 12th Avenue in Sacramento. The owner, Gil Caravantes, welcomed the group and provided an overview of their operation. Then Gil and two of his staff took the group through the plant, from pre-press to shipping.

The group was briefed on how work arrives and goes directly from the computer to plates. They were able to watch a job as it was being printed on Gil’s big eight-color press. They also were able to see signatures being folded and then trimmed. After the tour, Gil answered questions.

Most in the group were not aware that they had a plant of this quality this close to home. Bill Teie mentioned he has been using Commerce for most of his printing for over ten years, and has never been unhappy with the price and quality of the work.

Thanks to Gil for a very informative briefing and tour. It is nice to know we have such a high-quality operation available to us this close to home.

Commerce Printing is a full-service printer. They will print business cards to full-color, hardbound books. They provide all of the services available from other printing firms. Visit their website at http://www.commerceprinting.com or drop an email to Gil at gil@commerceprinting.com if you want more information. Mention the Northern California Publishers and Authors tour.

Websites for Writers
By Stephanie Chandler

It seems that everyone is talking about writer’s websites. Freelancers and authors everywhere are jumping on the bandwagon, publishing sites to promote themselves and their work. This craze leaves many writers wondering if it’s just a fad or if it’s really worth the expense and effort. While it may seem like an overwhelming or frivolous endeavor, there are some solid business reasons why you should consider setting up your own website.

✓ Editors like Writer’s Websites
When querying an editor for the first time, you can add credibility to your writing resume by referencing your website. Instead of attaching clips, you can provide a link to clips on your site. This minimizes paperwork and lets you avoid sending email attachments that can get scrubbed or cause your email to be routed straight to the trash bin. It also makes the editor’s job easier—which could cause them to reward you with a new assignment.

✓ Your Site Can Save You Time
When you put your clips online, you avoid having to copy them over and over again and instead just upload them once to your website. Your clips file can be as current and as varied as you want it to be. This can streamline your query process and ultimately make you more productive.

✓ Your Site Can Promote and Sell Your Work. Whether you are writing freelance articles, books, e-books, copy for corporations or offering editing services, you can use your site to promote and sell your offerings. Corporate clients will be impressed by a thoughtful website with samples and testimonials. Your site becomes a reflection of you and your work and can impress editors, agents and publishers. The more you work to advertise and market your site, the more attention you can expect to receive.

Setting Up Your Website
It’s relatively inexpensive to host a website. You can hire someone to help you get your site up and running, or you can take this on yourself.

If you want to have the flexibility to manage your site and change the contents frequently, it would be worth it to learn how to do it yourself. Microsoft Frontpage and Dreamweaver are two of the most popular software programs for website design. If you don’t want to design it from the ground up, many companies offer templates that you can purchase for as little as $15 (check out www.TheTemplateStore.com). You can then customize the template to meet your needs.

If you decide to hire a website designer, there are many to choose from. The best way to find one near you is to ask writer friends or business owners in your
community for a referral. Many websites also indicate the designer at the bottom of the page. Check out the member directory on the NCPA website for some great examples of writer’s websites.

**Website Hosting**
You can opt to use a free website hosting service like the one offered by Geo-cities, but keep in mind that you won’t have your own domain name. Instead, your URL would look something like this: www.geocities.com/mywebsite.html.

For a truly professional site, you can register your own domain name and have your site hosted for as little as $12 per month through providers like Yahoo!. [Yahoo Small Business](http://www.yahoo.com) also offers free tools and templates for website design so if you want to create a simple site with just a few static pages, their tools may be enough to get you up and running.

**Merchant Card Services**
If you want to accept credit card payments online, you can attempt to get a merchant services account. Unfortunately, these are difficult for new businesses to obtain from the big banks due to the amount of fraud in the small business arena. There are many merchant brokers that provide credit card services, but keep in mind that you will have to pay a monthly fee in addition to the percentage per transaction. Luckily, [PayPal](http://www.paypal.com) has come to the rescue and now offers credit card payment services that are surprisingly easy to implement and do not require a monthly fee.

**Marketing**
Once your site is live, you need to let people know you’re there. There are endless opportunities for marketing your site on the Internet. Here are some possibilities:

- List your website with all major search engines. Visit [http://businessinfoguide.com/submitsite.htm](http://businessinfoguide.com/submitsite.htm) for a list of search engines that accept free link submissions.
- List your website with all associations where you are a member.
- Trade links with other websites.
- Write articles for magazines, trade magazines, and newspapers. Check the masthead of publications that accept articles in your genre and contact the editor. Writing Op/Ed pieces is another great way to get your name out there since most publications will allow you to include a short bio at the end of your article.
- Write a blog and reference your site (see [www.BlogSpot.com](http://www.BlogSpot.com)).
Publish your own e-zine or newsletter. Gather names and e-mail addresses from site visitors and send out a monthly newsletter with resources and information that interests your readers.

Don’t Put Off Until Tomorrow…
If you’re still not convinced that you need your own website, join some online discussions and talk with your writer friends. I have yet to meet a writer with a website who didn’t agree it is a valuable tool.

Tips & Resources
Please submit your publishing-related tips and resources to Stephanie@StephanieChandler.com. You can submit them anytime and don’t have to wait for the next call for newsletter submissions.


Recommended Reading
“Jumpstart Your Book Sales” by Tom and Marilyn Ross

“1001 Ways to Market Your Books” by John Kremer

"Writing is easy. All you have to do is sit at a typewriter and open a vein."
-Attributed to Red, Walter Wellesley Smith
Awards and Recognition for NCPA Members

Laura Ramirez, author of “Keepers of the Children: Native American Wisdom and Parenting,” received the Nautilus Book Award which honors titles promoting conscious living and positive social change.

Ms. Ramirez’s book, which won the parenting category, teaches parents how to raise children to develop their strengths and lead lives of meaning and fulfillment. Says Ramirez “Each child is unique. Parenting is about bringing out what is already there. As parents learn to see inside their children’s hearts, they’ll see more deeply into their own.”

The awards ceremony took place in the ballroom of the historic Starrett Lehigh Building in New York City which overlooks the Hudson Bay and is owned by Martha Stewart Omnivision. Luminaries from the publishing world, including authors, editors, publishers and media were present. The awards were co-sponsored by Body and Soul Magazine (a Martha Stewart publication). Winners will be featured in the September issue.

According to Ramirez, “There were 195,000 new books published in 2004, so the competition for awards was fierce. I am honored to be in the company of authors like Deepak Chopra (who won the overall award) and thrilled that my self-published book competed effectively with big name publishers like Dutton and Penguin Books. This shows that judges are more impressed by content than celebrity or prestige.”

“Keepers of the Children” (which was also a finalist in Foreword magazine’s Book of the Year contest) is available on the author’s web site: www.walk-in-peace.com.

Northern California Author and Publisher Awarded “Rising Star Award” by Publishers Weekly, in New York City

If there is an Academy Award of the publishing field, then the Publishers Weekly “Rising Star- Best New Publisher of the Year” award is it. Northern California author Mardie Caldwell and local publisher American Carriage House Publishing were presented with one of the most prestigious awards in the industry by Publishers Weekly for their book AdoptingOnline.com. They were given this award June 1st, at the 2005 PMA Benjamin Franklin Awards.
Over 600 publishers, authors, and book designers from the US & Canada gathered at the awards Wednesday night in NYC. Caldwell accepted this prestigious award, which was presented at the Benjamin Franklin Awards ceremony. The Benjamin Franklin awards are named in honor of America’s most cherished publisher/printer and recognize excellence in independent publishing.

Competition was extremely stiff. Small publishing companies such as American Carriage House Publishing competed alongside publishing giants such as Readers Digest, Simon & Shuster, and Sunset Publishing in 52 categories. A panel of 150 judges selected finalists from more than 1,600 books, and then chose one winner per category. Caldwell and American Carriage House were also finalists for the Benjamin Franklin Award for Best First Non Fiction Book. They won a silver award in that category.

Speaking from her NY hotel, Caldwell was astonished. “This was a wonderful surprise, to be recognized by others in the publishing industry. It is just thrilling for us all. We didn’t have a hint that it was coming. The editor of Publishers Weekly began the ceremony by sharing about the purpose of the award. Then, she began describing the winner as an exceptional book that uses the technology of the internet and helps people that want to become parents through adoption. I thought, ‘this sounds like my book, but it just couldn’t be.’ Then she announced- ‘This years Publishers Weekly Rising Star Award goes to American Carriage House Publishing for their book AdoptingOnline.com’.”

“My mouth dropped, the crowd in the ballroom cheered, and cameras were flashing. I just sat there in shock until my 17 year old son said, ‘Mom, get up. That’s you. Go up there!’ I’m still on cloud nine. So many people helped with this book; they are all part of this award and the success of the book. We had many people in Nevada County that contributed. This is a dream come true. We came to NY for one award, and walked away with something much bigger. I am honored, blessed and thrilled that my children and husband were there to be part of it.”

Mardie Caldwell, C.O.A.P. is the founder of Lifetime Adoption. Caldwell is an adoptive parent, the author of *AdoptingOnline.com* and *Adoption: Your Step-by-Step Guide*, and the radio talk show host of “Let’s Talk Adoption…with Mardie Caldwell.” She and her husband have four children.

Along with the engraved crystal trophy, Publishers Weekly will present a monetary award to American Carriage House Publishing, plus a feature article about the book in Publishers Weekly.
Caldwell was invited to sign her newly released second book - *Adoption: Your Step by Step Guide*, at BookExpo America (BEA), an annual event for book industry professionals from around the world. The BEA was attended by over 35,000 at the Javits Center in New York City.

**Other News, Announcements, and Comments**

*Your editor invites submissions for this section of The Pen & Press. Short items of interest to writers, editors, and publishers (and allied folks) are welcome here.*

**Vincent M. Wales will re-release his novel,** *Wish You Were Here*, (with new cover art) sometime in August or September. Vince has also signed up to teach a 6-session Short Fiction Workshop at the Learning Exchange ([www.learningexchange.com](http://www.learningexchange.com)) in Sacramento. Classes will run in September and October.

**Travel Program on Thursday Evening, August 18 at the Nevada County Library.** Beginning at 6:45, multi-talented musician Tynowyn will play the harp and sing songs from other lands to get you in the travel mood.

Then expert traveler and author Barbara DesChamps will show how you can travel, even on long, overseas trips, with just one carry-on bag. She has been traveling overseas since 1971, with trips lasting six weeks to five months. You will be amazed when you see the more than 100 items she fits in a carry-on. Learn how to have the Right Stuff instead of too much stuff from this Guru of Lightweight Travel and get many safety and money-saving tips. Barbara will also sign copies of her book: *IT'S IN THE BAG: The Complete Guide to Lightweight Travel*. A percentage of proceeds will be donated to the Friends of the Library.

Barbara has studied art and architecture and enjoys visiting museums, old buildings and archeological sites. As a clothing maven and Chief of the Fashion Police, she can show how to visit all those sites in style, comfort and with respect for local customs. She will also discuss how to get the most from your trip by first visiting your local library. Bring your questions to this informative and entertaining event.

Directions: Take Highway 49 north from Nevada City, right on Maidu, right on Helling.

**Bobbie Christensen, author of seven published books including 3 best-sellers and award-winners and Director of BooksAmerica, will be presenting the day-long conference "Writing, Publishing & Marketing Your 1st Book (or**
7th) on a Shoe-string Budget” for potential writers as well as published writers, at the following locations.

Sept. 10th, 10:00am-5:00pm, $99, Las Vegas, NV, University of Nevada, 702-895-3394

November 5th, 10:00am-5:00pm, $90, Sacramento, CA, Learning Exchange, 916-929-9200

November 6th, 10:00am-5:00pm, $105, Modesto, CA, Modesto Junior College, 209-575-6063

For free information or free consulting on any questions, please contact Bobbie at BooksAmerica@aol.com.


The new business book provides over 200 resources for entrepreneurs, along with planning tips and real-world advice. Each chapter concludes with the profile of a successful entrepreneur.

Chandler fled her career in the Silicon Valley in 2003 to pursue her entrepreneurial dreams. She opened Book Lovers Bookstore in Sacramento, and later launched BusinessInfoGuide.com, a directory of resources for entrepreneurs.

After reading dozens of business books, Chandler still had unanswered questions. She spent countless hours researching how to start her first business and ultimately compiled the results in her new book.

Chandler received pre-publication testimonials from Jay Conrad Levinson, author of the “Guerrilla Marketing” series of books, Barbara Winter, author of “Making a Living Without a Job,” and Romanus Wolter, author of “Kick-Start Your Dream Business” and columnist for Entrepreneur magazine.

A Note from the Editor
Greetings NCPA Members,

I want to remind you that you can submit articles, tips, and news for publication in this newsletter anytime! We received fewer submissions this time around, most likely due to the busy summer season, so I've done my best to fill this issue up with useful information. Please send your articles and announcements to: Stephanie@stephaniechandler.com. Submissions should be sent in Microsoft Word (or compatible) format, or in plain text. I hope you are enjoying this HOT summer!

-Stephanie Chandler, Editor

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For updates and more information, see www.norcalpa.org.
Letter from the President

The NCPA board has spent a busy couple of months considering how best to serve you, the members. One of the topics was the annual conference. We decided not to hold a conference in 2006. Instead, we'll start planning now for the 2007 conference. This will allow time to select a suitable location with free, easy-to-find parking and to build a program that suits our members' needs.

If you would like to serve on the committee for the 2007 conference, please email me at skw@williamswriting.com or call 916-456-0625. If you aren't able to be on the committee, I'd still love to hear your suggestions about topics, locations, and speakers.

The annual awards gala will be held for the 12th year. If you have published or will publish a book in calendar year 2005, keep an eye out for the entry form. En-
try information will be announced on the e-mail list, and the form will be available on the Web site. Submissions will be due in early January. Our chief judge this year will be Mary Jo See.

Party planners are needed! We have a tentative date of April 28 or 29, but we haven't chosen a location. If you would like to get involved in planning the awards gala, please e-mail me at skw@williamswriting.com or call 916-456-0625.

I hope to see you at the next meeting on Nov. 12. Bring your book cover questions!

Sandra Williams, President

October Membership Meeting
By Sandra Williams

Seventeen persons attended the October meeting and heard guest speaker Pete Masterson's presentation on book design and production.

Pete started out with a short history of the printed word, from scrolls to print-on-demand books. He emphasized the need for professional-quality covers and typesetting, comparing a poorly produced book to a person who didn't bother to bathe before going out on a date. Potential readers, assuming your cover grabs them enough that they pick up your book in the first place, will judge your book in 8 seconds. As he noted, the appearance of your book affects your credibility and your readers' comprehension.

He discussed different page layout programs, such as Adobe InDesign and QuarkXPress, and briefly covered why MS Publisher and similar products aimed at the home market, as well as MS Word and other word processors, are not appropriate for professional publishing.

Much of the information he shared is contained in the four-page handout he distributed. I have several copies left and will bring them to the next meeting on Nov. 12.

The next meeting, by the way, will focus on cover design. If you have a cover in progress, bring it to the meeting for member feedback.
PMA-University Scholarship Applications
Due by December 1st

PMA-University: three days packed with how-to information shared by folks who know the ins and outs of small press publishing.

Every year PMA holds a publishing university right before Book Expo America, the biggest book event in the U.S. Members who attended PMA-U have come back dazed by the wealth of information. If you're serious about publishing and your circumstances allow you to travel, BEA and PMA-University are must-attend events.

The 2006 BEA will be held May 19-21 in Washington, D.C. PMA-U will be held nearby on May 16-18.

As a PMA affiliate, NCPA can send one member to PMA-U at no charge. In addition, PMA provides a stipend of up to $500 to help cover trip costs. In return, the scholarship recipient is expected to share what they've learned with other members at one of the monthly meetings.

If you'd like to attend PMA-U, complete the application form and return it to me by Dec. 1. The application form can be found later in this newsletter. The NCPA board will review the applications and forward them on to PMA for approval.

PMA-U APPLICATION FORM
Affiliate Group's Name:
Name of Applicant:
Publishing Company:
Position with Company:
Address:
City, State, ZIP:
Telephone:
Fax:
E-mail:
Describe briefly background in publishing:
What you hope to gain from attending the 2006 PMA Publishing University? (In 150 words or less)
How you plan to share the information you gather at the University with others? (In 150 words or less)

Return by e-mail to skw@williamswriting.com no later than Dec. 1, 2005.

"If you don’t have the time to read, you don’t have the time or the tools to write."
-Stephen King, from his memoir On Writing
Upcoming Meetings

November 12th - You CAN Tell a Book by Its Cover--if some careful planning goes into its design. Join us for a close look at book cover basics. What is the cover’s #1 job? When can you do it yourself and when should you get help? Learn what goes into creating covers, from obtaining a cover illustration to calculating spine width.

December – No Meeting… Happy Holidays!

January 14th - Literary agent Andrea Hurst <http://www.andreahurst.com> will discuss the publishing industry and the agent’s perspective. Don’t miss this informative discussion and opportunity to meet Andrea in person.

Welcome New Members!

* Mojtaba Dehghan  * Priscilla McDaniel  * Angela Norton Tyler
* Paul Denlinger  * Carol Ryan  * Ken Nichols
* Charles Giarratana  * John Sherlock  * Bill Potts
* Anne Hart  * Carolyn Singer

Highlights of the NCIBA Trade Show

By Barbara Wallace

The Northern California Independent Booksellers Association held its 33rd annual Fall Trade Show in Oakland, October 6-9. As one of the people who staffed the PMA table, I had the opportunity to attend at no cost (the regular entrance fee is $60), and enjoy many other benefits:

- Networking with publishers, authors, publicists, and other industry professionals
- Meeting two people who sounded interested in joining NCPA
- Free promo copies of some books
- Newsletters and other information from the Independent Press Association and other exciting organizations
- A chance to eat a delicious spicy sandwich from a local Vietnamese deli I would not otherwise have known existed

I am grateful to Gary Young of the Publishers Association of Los Angeles (www.pa-la.org) for inviting NCPA members to participate with his organization in staffing the PMA table this year. If this opportunity arises again next year, I encourage you to take advantage of it.
Radio Interview 101: Radio Interviews for Fiction
By Bryan Farrish

Traditional PR firms often shy away from fiction because of the perceived difficulty in obtaining mainstream press. Well I am not speaking for other mediums, only for radio, and I’m glad to say that fiction interviews can be done as well as anything else on radio. This is because of what I’ve covered previously: It’s not the topic that matters... It’s the person.

Here's the radio technique: Instead of focusing on the work of fiction itself (presumably, a book), focus instead on what was in the author's head, and what happened to the author, that caused him or her to write such material. Thus, the book itself then simply serves as a reference, or as a credibility item (i.e., the author must have gone through a lot in order to put everything into a book). Also, the book can be used for the ubiquitous on-air-giveaway during or after the interview. (Not to mention, of course, that listeners that may want to purchase the book after hearing the author mention the book's website and toll-free order number.)

If all this seems a bit far-fetched, remember that the people who do the radio shows (the hosts) can be considered to be fictional writers themselves... albeit ones who haven't written their first book yet. These people are, however, good at speaking (regardless of the "topic") and thus the stations pay them to continue talking, show after show. Indeed, you may even have seen some of the more well known hosts who actually did write a book, many times going on to do quite well. Isn't radio just great!

So, what does it mean to talk about the author instead of the book? Here's an example: If the book is about a fictional business scandal, what did the author experience, or even OBSERVE, that caused him or her to write this book? Was the author a victim of a real scandal? The real-life experiences can be very interesting, but even more so can be the conclusions or opinions that the author draws from the experience itself (remember that radio hosts are employed almost solely because of their opinions.) Also in this category is plain old "observation"... the writer has simply observed what everyone else has observed, and is now rendering his or her opinion about it.

Such opinions can be used even for such seemingly-impossible works of fiction as a love novel. Almost every work of fiction has some type of unique place, time, or event mixed in it. You simply take this unique item and twist it into something which "Suzy secretary" or "Joe six pack" would care about hearing during the drive to work. Yes, it's the author's opinion about the unique time, place or event that people want to hear about. Not the book itself.
Lastly, how do you build your sales list with fiction? Make your free top 10 give-away points something about the unique time, place or event. They may not be the ordinary free top 10 points that you'd do for non-fiction (those are more “how-to”), but they still work great because listeners will still want to obtain the 10 free points about the topic, since that is why they listened in the first place. And once the listeners request your free top 10 list, you'll then have your fiction sales list.

About the Author:
Bryan Farrish Radio Promotion is an independent radio publicity company. 310-998-8305, www.radio-media.com

Member Feedback
We asked, “What has been your most effective marketing strategy?” Here’s what NCPA members had to say...

“Because both of my books Carlotta's Secret, a chapter book for first through third grade readers, and The Secret of St. Gabriel’s Tower, a mid-grade historical mystery feature "girl sleuths" [are children’s books], I have been extremely successful in marketing through Girl Scouts, Jack and Jill Clubs, Babies Turning Pages (a bay-area book club for mothers and daughters), and girl softball leagues.”

-Patricia E. Canterbury
www.patmyst.com

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“Here’s a round up of my recent book activities:
May: Launched Murder on the Middle Fork. Did endless hours following up with the media in each city and town along the route, thus making the events pop. After a kick-off in Rancho Murieta -- signing at local grocery store (1000+ of my other books have sold there) -- did signings in bookstores in Reno, Elko, Salt Lake City, Odgen, Pocatello, and Idaho Falls, often at Barnes & Noble. Drove to Salmon, ID, where my co-author (elderly uncle) lives. We signed books at the Salmon Library, and I sold books by the box (48) to the local airport and the Rexall Drug Store (only outlets for books). I drove my uncle to Boise, where we jointly spoke to hundreds of people who attended the event at B&N. After the rapid sale of the 30 copies in the store, I quietly passed the word and conducted a brisk business in the parking lot out of the trunk of my car. (Previously, having learned of B&N's new policy never to purchase books from publishers at signings, I was prepared.) I continued the tour alone in Caldwell, ID (college bookstore), Bend, OR, and Yuba City (BDalton).
June/ July: Order fulfillment -- stores, river rafting outfits, individuals in Idaho etc, and distributor reorders.

August: Authors Booth at the State Fair -- planning and execution. Direct sales to readers.

This fall, I have spoken to several large audiences at events well publicized by the sponsors. Most of these have produced a greater volume of book sales in 2 hours than 8-hours vending in a booth on a good fall weekend (my 2nd best sales strategy, which I implement every weekend in late Sept, Oct, and early Nov). The following are 2 remunerative speaking events during the same week in mid-September:

1) An independent bookstore signing in Orinda combined with a big book club meeting (River of Red Gold was their monthly selection). Members notified their reading pals far and wide, and 45 people attended from San Jose to Santa Rosa. Most bought 2-3 books apiece -- a productive day for the store, too.

2) An Auburn speech as part of the Placer County Nature Center lecture series - - publicity in the Bee, Auburn Journal, author profile/photo in the Auburn Sentinel, and a number of public service radio announcements. Cost at the door: $12. Two-hundred people came to listen and buy books.

October 10, my topic: How and Why Author Turns Publisher. Audience: staff of the Sacramento County Library system (inservice training/libraries closed that day). Will contribute to a panel discussion a couple hours later, for the same audience. All books available for signing.

October 24, will lead a college class on a walking tour of my property, up the river trail past sites relevant to my trilogy. Free of charge to teachers who require my books. Paying non-students may join us.

November 26, noon- 3 p.m. Chat with the public and sign books at the Book Lovers Cafe on Madison Avenue, Sacramento.

Watch for Al Pierleoni's review of Murder on the Middle Fork in the Bee ("soon").

"What has been your most successful marketing strategy?" See all of the above. I recommend:

1) Editing your books professionally;

2) Using a traditional printer and being your own publisher, thus controlling the list price of your books and maximizing income from sales (as opposed to using online publishers like iUniverse or BooksAmerica, which doom you to high indi-
individual book costs, force you to purchase your own books for direct sales, and thus make book trade sales unprofitable for you;

2) Plan a good launch for each of your books -- in the geographic area or among reader groups relevant to the book's subject matter. You will continue to benefit from this years later. I am still benefiting from the book tour for River of Red Gold (1997), and expect lasting benefits from the Murder tour. I was too swamped with sales and the production of Symon's Daughter to tour with Eye of the Bear. My authors were too infirm or unwilling to tour with their books, even if I paid for it.

3) Keep your books before your target readers. No title sells itself. Become a speaker, and sell your books at publicized events. Seek out groups or areas interested in your subject matter and sell at their events.

4) Sell one-half or more of your books outside the book trade (stores and distributors). This provides capital for printing, reprinting, and touring. Nonetheless, do sell through the book trade, just don't be discouraged at the low volume, returns, and and poor income. Regard this as a form of publicity.

5) Don't spend money on expensive advertising in magazines and newspapers. It rarely pays.

A BIG CHANGE: I hired an accomplished woman on a yearly contract basis. For a set number of hrs/week she will assist with business-publicity-reprints while I finish the 3rd novel in my California series. Her efforts are expected to pay her $500/month fee, but the gambit is also backed by saved book income which would pay for several years of her services. I believe this is the only way I will ever get Rest for the Wicked finished. When it's ready to be launched (3 books in the trilogy in a box set), she will greatly help with the media work."

Good luck to you all,

-Naida West

*Editor's Note: If you're interested in hiring some additional help, consider a Virtual Assistant. Visit www.ivaa.org to locate a professional VA who can meet your needs.

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"Dan Poynter says that bookstores are lousy places to sell books and so my original intent was to explore the travel industry instead but it has fallen on hard times recently and it turns out that travel stores and catalogs never sold many books anyway! Dan's parachute books may sell better outside bookstores but when people want travel books, they go to bookstores. I sell almost all my books through them. The exception would be for books that deal with a specific U.S. tourist destination."
Then I'd look at local hotels, restaurants, chambers of commerce and tourist sites to carry the book. Charles G.'s upcoming series on Montana comes to mind.

People say that bookstore events are a waste of time. If you have a garden-variety book signing, this is probably true. Not many people are going to drop what they are doing just to hear an author expound on his book. The way I get people to show up is by giving them a free packing demonstration that lasts about an hour. It's entertaining and informative and I get a good turnout if there is press coverage, which I work very hard to get. I spend more time trying to get press than traveling to the event (just so you know it isn't easy.)

Newspapers are in the news and information business. The fact that someone wrote a book, even if they are local, is not considered big news (especially with nearly 200,000 books published last year.) In order to get press coverage, you need to provide information which is of interest to a great number of the readers. Even then, you are probably not going to get more than 1% of the circulation to show up at your event but without it, you are dead in the water.

Sales conversion is important. If you have a local event with friends and family attending, they will probably support you with sales. You can't depend on that in the wider world. Yes, some people make a quick exit when they see that my presentation is winding up, but overall sales conversion has been running about 50%, which is excellent when you consider that many couples attend my presentations. It helps that my book is reasonably priced and makes a good gift because so many people can use it.

I've done only one library event. The turnout was 105 but sales were only 22. The County Librarian and I were discussing this later. We felt that people are more in the buying mode in bookstores than in libraries, where most things are free. However, if you have a book that is more scholarly, then libraries might be a better venue for you. Someone like Esther F., whose books represent a huge body of scholarship, might do better in libraries.

Different strokes for different folks."

-Barbara DesChamps, Château Publishing

"Politics is not a bad profession.
If you succeed there are many rewards.
If you disgrace yourself you can always write a book."
-Ronald Reagan
Article: How to Sell E-books On Amazon.com
By Stephanie Chandler

Many savvy entrepreneurs and writers have discovered a new way to generate income by selling information products. These "infopreneurs" are creating new revenue streams by sharing their expertise via special reports, e-books, audio programs, and other information products.

Though it can be relatively easy to list an e-book for sale on your own website, if you want to take your publishing venture to the next level and make it available on Amazon.com, there are some specific steps you need to follow.

Amazon requires e-book publishers to utilize the services of their partner, Lightning Source (LSI): www.LightningSource.com. LSI is a publishing company and the exclusive packager of e-books for Amazon.

Prior to registering as a customer with LSI, you have to acquire your own International Standard Book Number (ISBN). An ISBN is a unique ten or 13 digit number that is assigned to a book title for a period of thirty years. Bowker (www.bowker.com) is the governing agency that issues ISBN numbers which must be purchased in blocks of 10, 100, 1000, or 10,000 for $225, $800, $1,200, and $3,000 respectively. Each application takes ten days to process before the numbers are issued. If necessary, you can pay an additional fee to have your application expedited.

Your e-book materials must be fully edited and ready to go since once you submit, you will be charged for any changes. LSI accepts e-books in three formats: Adobe Acrobat (PDF), Microsoft Reader (LIT), and Palm Reader (PDB). The only limitation to the size of an e-book is that it must be less than 10 Megabytes.

Once your book is formatted and you have obtained your ISBN, you can register with LSI. The application process requires you to enter your tax ID or social security number and a valid credit card. The good news is that the fee for book submission is just $25 and no other fees are charged unless you need to make changes to your file. Once registered, you will receive instructions for submitting your e-book file along with a contract agreement.

You will receive a proof of your file and after you’ve approved the final version, LSI will list your title in its catalog and make it available to large resellers including Amazon.com, Powell’s Books, Ebookmall, Diesel Ebooks, and others.

As the publisher, you set the cover price of your e-book as well as the wholesale discount price. The wholesale discount must be at least 25% though most e-book publishers set their discounts at 50-55% to make it more attractive for retailers to carry it. Fortunately LSI doesn’t take any additional percentage points since they are compensated by the book dealers. So if you set your retail price at $20 with a
55% discount, you will be paid $9 every time your book is purchased. Payments are distributed by LSI on a quarterly basis.

Once your title is listed with Amazon, you can update the description, add a graphic image, or post reviews on the book's listing page. To make changes, display your e-book listing on Amazon.com and look just below where the graphic image is displayed (or should be displayed if you don't have one). You should find a link that says “Publishers: Learn how customers can search inside this book.” Click on the link, type in your Amazon login information, and you will be taken to list of choices for updating the contents of your book’s page. Amazon will typically update the changes you submit within a week.

Because LSI’s contract is non-exclusive, the author retains all rights. This means that you can also make your e-book available directly from a shopping cart on your website or distribute it through other channels. If you want LSI to provide you the ability to sell the e-book from your site, you will have to sign up with their retailer program which can be costly. Instead you might want to consider using a document distribution package such as the one provided by Payloadz.com or a shopping cart system with auto-responders like the one offered by 1ShoppingCart.com.

As with any book that is published, the success of an e-book depends on the author’s marketing efforts. Though the process of acquiring an ISBN number, formatting your e-book, and submitting it through LSI may seem tedious, the advantages can be great if you put some effort into marketing your materials. Imagine the credibility you can add to your publicity when you are interviewed by a newspaper or radio station and you can say, “My e-book is available on Amazon!”

**Additional Resources for E-book Publishing:**


**Tips & Resources**

*Please submit your publishing-related tips and resources to Stephanie@StephanieChandler.com. You can submit them anytime and don’t have to wait for the next call for newsletter submissions.*

- Francine Silverman's Book Promotion Newsletter includes tips and real-world examples of effective book promotions: www.bookpromotionnewsletter.com/
- Cat Writers Association: www.catwriters.org/
- American Author – Websites for authors: www.AmericanAuthor.com

**Upcoming Events**

**November 5, 2005:** Tim Herrera will host the lunchtime awards ceremony for the winners of the 19th Annual Focus on Writers Contest. The event is sponsored by the Friends of the Sacramento Library.

The event will be held at the new Inderkum High School, 2500 New Market Drive, in Natomas area. The conference hours are 9 am to 2:30pm. Conference fees are $35 for Friends members, $40 for non-members, and $50 at the door. To get a copy of the conference flier and registration form, call the Friends office at 916-264-2880 or visit the Sacramento Public Library website at www.saclibrary.org.

**November 5, 2005:** Meet & Greet with 20+ Sacramento Authors at Book Lovers Bookstore from noon-4pm. Visit www.BookLoversCafe.com for details. Book Lovers is located at 5800 Madison Ave in Sacramento (at Manzanita near Lyon’s restaurant). The author roster filled up fast, though there will be another event in May. Interested authors can contact Stephanie@BookLoversCafe.com to be added to future announcement lists. Come on by and meet some of your peers!

**November 5, 2005:** Free Packing Demonstration at Borders, 2030 Douglas Blvd., Roseville, 916-784-1088. Learn how to take everything you will likely need, even for a long, overseas trip, in the one bag you are allowed to carry onboard the aircraft. Barbara DesChamps, expert traveler and author of IT’S IN THE BAG: The Complete Guide to Lightweight Travel, will show how to create an attractive, multi-purpose travel wardrobe, pass airport inspections more easily, and have a safe, relaxing trip. You will be amazed at the over 100 items that she puts in a carry-on.

You’ll see how to organize your gear so you can find it easily and inspectors don’t have to dump all of it out on the table. Learn how to build an easy-care, multi-purpose travel wardrobe that won’t mark you as an obvious tourist, and how to cope with recent changes in travel regulations. You’ll also get money-saving and safety tips.

**November 19, 2005:** Vince Wales will sign books at Anderson's Table of Contents, 2448 Mission Avenue, Carmichael, CA. Time TBD
**November 26, 2005:** Naida West will sign books at Book Lovers Bookstore beginning at noon.

**December 3, 2005:** Phil Silver will sign books at Book Lovers Bookstore beginning at noon.

**December 10, 2005:** Vince Wales will sign books at Hidden Passages Bookstore, 352 Main Street, Placerville, CA.

**March 18, 2006:** The Fourth Annual Authors on the Move dinner will be held at the Sacramento Hyatt Hotel beginning at 5:00. Cost $175.00 per person Keynote: Mystery Authors Marcia Muller and Bill Panzoni, they will be joined by 37 other authors of all genres as they greet 350 literary lovers for dinner. For more information contact Pat Canterbury at patmyst@aol.com

**August 18-20, 2006:** The Second annual CSUS Summer Writers' Conference, Keynote speaker John Lescroart. Workshops are still being finalized but there should be something for everyone from beginner to advanced in multiply disciplines. For more information contact Pat Canterbury at patmyst@aol.com

**Other News, Announcements, and Comments**

*Your editor invites submissions for this section of The Pen & Press. Short items of interest to writers, editors, and publishers are welcome here.*

**New Book:**

This one-of-a-kind book addresses the two crucial things parents must do in order to raise children that love to read: teach them to read well and then sell them on reading. Suitable for all grade levels, this comprehensive guide contains lesson plans, games, scripts, tips and information for today's busy families.

Angela Norton Tyler is a parent, teacher and tutor with years of experience teaching both children and adults. She is an expert on the academic struggles that many children- and the adults in their lives- face each day. In addition to writing, Angela conducts seminars for parents and teachers. Angela's goal is to see all children happy- and reading!

Available from [www.NatomasTutoring.com](http://www.NatomasTutoring.com) and Amazon.com
New Product Announcement:
Barbara Wallace of Libris Publication Support Services has contracted with author Cynthia VanRooy to distribute Ms. VanRooy’s, “The Secrets to Query Letters That Work – Getting Your Manuscript Out of the Slush Pile and Onto the Editor’s Desk.”

This e-booklet, available on CD-ROM or as an electronic download, provides 75 powerful tips and techniques for fiction authors seeking traditional publication. Learn how seasoned professionals, even unagented ones, circumvent the slush pile and get their work in front of the decision makers.

Cynthia VanRooy is a three-time finalist for the San Diego Book Award for Romance, a finalist for the PASIC Book of Your Heart Contest judged by booksellers, and a finalist for the Independent eBook Award for Romance.

Visit www.libriservices.com for more information and to order a copy.

Contest Winner:

Visit www.usabooknews.com for a complete list of winners. Congratulations Vince!

Sale Announcement:
Yesterday, I received an email from the Endicott College Bookstore in Massachusetts, ordering 50 of my "Little Known Tales in California History" for use as a textbook. I have struggled and struggled to get this book into California Schools as a text with no luck. Yet, it's being used in Massachusetts. Go figure.

-Alton Pryor
www.stagecoachpublishing.com

Letter to the Editor:
I had not been familiar with Kirkus Discoveries until I received your NCPA email.

I decided to submit my book - The Hanging of Arthur Hodge-A Caribbean Anti-Slavery Milestone - for review. I had published it using Xlibris and have not had much opportunity to promote it. Having more free time recently, I am considering making some minor revisions and making some other arrangement for publishing and promotion.
Obviously, I am pleased and thank you for bringing Kirkus Discoveries to my attention.

John Andrew

*Editor’s Note:*
Kirkus Discoveries:
http://www.kirkusreviews.com/kirkusreviews/discoveries/index.jsp

A Note from the Editor

Greetings NCPA Members,

I hope you enjoyed the summer! It’s been a busy time since my new book came out (The Business Startup Checklist and Planning Guide) and I wanted to share with you my favorite marketing strategy: PUBLIC SPEAKING!

If you aren’t already giving talks, you should be! Many, many opportunities are available for speaking at local organizations, meetings, and events. Unfortunately, bookstores are the worst place to sell your books (and this is coming from a bookstore owner). If you really want to ramp up sales, find out where your target audience is located (retail stores, conferences, libraries, schools, street fairs, gas stations (!), and anywhere else they are lurking), and get in front of them.

For some great advice on getting started, pick up a copy of one of my favorite books: Speak and Grow Rich by Dottie Walters. You won’t be sorry.

Best of luck with your publishing endeavors,

-Stephanie Chandler, Editor
## Board of Directors of NCPA

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<td>For updates and more information, see <a href="http://www.norcalpa.org">www.norcalpa.org</a>.</td>
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