Ok, folks, time for various seasonal housekeeping items.

1. If you have not already renewed your membership for 2009, please do so ASAP. (And thanks to the many who have renewed already.) A renewal notice was mailed in November to all whose memberships expired on December 31, 2008, and included an addressed return envelope. Contact me (ken@umbachconsulting.com) if you have any questions about your membership status. I’ll not purge the membership roles until about February 1st, so there is still time before I prepare a new roster of current members, but don’t delay. It will cut weeks off delivery and processing time if you send the renewal to the address on the return envelope. Mail to the NCPA address on O St. takes quite a while to be forwarded. Call or email me if you need the correct mailing address for your renewal. If you did not receive a renewal notice, then that most likely means that your membership was already paid through at least 2009 (although, alas, it might also mean that the Postal Service lost your notice).

2. Elections for NCPA offices and other board positions are coming up soon. PLEASE take the opportunity to volunteer for a role. I’d be thrilled to turn over the newsletter, the membership role, or both to someone new. Our treasurer, Carol Ryan, is termed out, so that office HAS to be filled by someone new. NCPA is a volunteer organization. **No volunteers = no organization.**

3. Keep *The Pen & Press* posted on your new or reissued books, appearances, signings, promotional activities, and other items of interest to other members. And please consider submitting articles on aspects of writing and publishing — share your experience and knowledge with other members and with potential members through this newsletter. The deadline for submissions for the next issue (March - April 2009) is close of business Friday, February 20, 2009.

4. These are “interesting times” for selling books. It might take more work and imagination, as well as a clear value proposition for book buyers, but opportunities are out there. Stick with it and let us know what is working for you.

— Ken Umbach, editor
December Meeting a Hit

NCPA’s December meeting featured networking among members and displays of members’ books. Attendance was good, presided over by past president Barry Schoenborn, and participation enthusiastic. Holiday treats were provided courtesy of our hosts, Merrill Gardens Retirement Community.

January Meeting Announcement

Pat Canterbury, NCPA PR Chair

Our own Evelyn Luscher will speak on Memoirs, are we writing down the best parts? at the January 10, 2009, meeting of NCPA. The free meeting will be held from 10 am to noon at the Merrill Gardens Retirement Community, 7418 Stock Ranch Road (near Greenback & Sylvan) Citrus Heights, CA 95621.

Evelyn is the author, of the recent novels Wyla the Witch and The Lostcreek Legacy as well as the memoir Oh, What a Lovely War! A Soldier’s Story, written with her brother, Stanley Swift, and the historical fiction trilogy Nottingham Lace, Widdicombe Fair, and Barnston Life. Evelyn’s fiction is written under her pen name, Evelyn Swift.

So, for all you writers out there who’ve told friends and family this is the year I write my memoirs, come to this meeting and hear from an expert. The Northern California Publishers and Authors meeting, January 10, 2009, is free to everyone who wishes to learn more about writing and publishing.

Information on the February meeting is not yet available. Keep an eye on www.norcalpa.org for news.

Application forms are available at meetings for those who wish to join NCPA.
Treasurer’s Report

By Carol Ryan, Treasurer

The NCPA bank account is in good shape. We have approximately $8,500 in our account. [Editor’s note: recent renewal-dues income has probably increased the total, and more checks are in process.] This is the time of year when we usually have several bills to pay and many annual dues to deposit. It is also a good time for you to consider running for the office of Treasurer next Spring. I have found it a great way to get to know some of the active players in the organization. Since NCPA is stocked full of talented, interesting people, I’ve enjoyed my experience on the board very much. I had help from then-President Barry Schoenborn in getting set up with a new version of Quick Books when I began my tenure, and later in learning to use Pay Pal, during the 2008 Conference. Learning a few new skills was worthwhile. Using Quick Books and our online bank account makes keeping our records straightforward. Please feel free to ask me about the position if you have any interest. Term limits force me out, but, it’s a great opportunity for you!

Author Tries Swimming in Deeper Waters

Special to The Pen & Press

Author Alton Pryor and his Stagecoach Publishing firm hit art and craft shows, street fairs, flea markets, gun shows and environmental causes as a place to sell books. “Sometimes I feel like a ‘carnie’ without a megaphone,” says Pryor.

Pryor has decided to venture into deeper waters and try some of the large home and garden shows to showcase his books on California and western history.

His first show is January 23-25, 2009, at the California Home and Landscape Show at Cal Expo. “I know I’m taking a chance, but I hope to decorate my booth so that it will attract attendants inside and out. I’ve generally found that if I can get people to look at my books for less than a minute, I can make a sale, even though I don’t consider myself a high pressure salesman. People like to talk, and as everyone knows, that’s something I can do.”

His second show is The Auburn Home and Garden Show at the Gold Country Fairgrounds, May 15 to 17.

Pryor says he thinks getting his books before the people will increase his sales substantially. “If it doesn’t work,” he says, “I guess I can always ask the government for a bailout.”
Focus on Author-Publisher Bill Teie

Cindy Peng

NCPA member William Teie says he’s not sure what exactly compelled him to seek a career in wildland firefighting, but he mentions that his childhood growing up in the Santa Cruz Mountains in Los Gatos shaped his love for the outdoors: “I live in the woods, I was raised in the woods, and am very comfortable in the woods.”

Teie was so eager to begin his firefighting career that he applied for work at the Department of Forestry while still a junior in high school. He was rejected for being too young, but he tried again his senior year and was accepted. After earning his bachelor’s degree in Forestry from Humboldt Community College, Teie continued working and in 1959 became a seasonal firefighter. Teie was later promoted to Chief of Operations of the Department of Forestry in Sacramento and in 1986 served as President of the California Fire Chiefs Association.

Teie’s training was crucial in his success in his career, he says. “If you’re trained and you know what [the situation] is, you can look like a hero walking through fire and stuff like that,” he explains. “It’s all knowing what’s going on.”

After 34 years as a firefighter, Teie retired in 1993. Not long afterward, he began thinking about writing a manual to help in the training of fellow firefighters. At the time, similar textbooks were used, but were sorely in need of an update.

“How training material at that point was rather old and outdated,” he says. “Some of it went back to the ’40s and ’50s.”

In 1993, he wrote a chapter on firefighting and showed it to a friend and fellow fire chief, who encouraged him to publish a book. After attending a self-publishing seminar hosted
by Dan Poynter in Santa Barbara, Teie decided to take the plunge in 1994 and publish his first fire-fighting textbook, the 544-page *The Firefighter’s Handbook on Wildland Firefighting*.

Teie focused on making the book an easy-to-read reference for firefighters. There are over 700 color photos in the textbook, as well as many highlighted phrases within the text and special notes in red text in the margins. Teie takes some of the photos for the book himself, but hires photographers for others.

The emphasis on color and illustration is based on Teie’s understanding of what his readers will respond to. “Firefighters are very visual, so I have a lot of pictures in the book,” he says.

Teie also emphasizes firefighter safety in his book, which includes a chapter entitled, “Safety in a Dangerous Profession.”

The road to success for Deer Valley Press was rocky at the start. Teie says getting the business off the ground involved some hard-earned lessons. “I can remember that first year, printing books and selling books and then discussing the tax liabilities,” he says. “It was rather a rude awakening.”

Teie used his connections in the local firefighting community to promote his book. He mailed catalogs to mailing lists of western United States firefighting organizations and had his books sold in a firefighting bookstore in Southern California.

In 1995, *The Firefighter’s Handbook* won the “Best Professional Technical Textbook” award from the Independent Booksellers Association. The book is used as instructional material in Forestry courses at American River College, Sierra College, and Columbia Community College, and has sold about 36,000 copies to date. Deer Valley Press now publishes 14 books by Teie, including a series of off-roading guides with 3D illustrations. A pair of 3D glasses are provided.

Teie’s work has attracted some international interest. In 2000, the Institute of Forestry in South Africa contacted Deer Valley Press about producing a version of the textbook tailored to the unique firefighting needs in South Africa. Teie helped the Institute develop *The Fire Manager’s Handbook on Veld and Forest Fires, Strategies, Tactics and Training*. A smaller version of the book has been published in the Zulu and Afrikaans languages. *The Firefighter’s Handbook* is also used as a training manual in China, Argentina, and Spain.

Currently, Teie is working on his 15th book, which will be about leadership. Teie says that several publishers have approached him about selling the American rights to his books. One publisher calls every six months to ask him to reconsider. But Teie refuses each request.

“It’s flattery, it’s good for the ego, good psychic income,” he says. “But I say, ‘Thank you very much, you’ve made my day, but I don’t want to.’”
His objection is not a matter of finances, but one of independence.

“I’d have to work for somebody, and I don’t want to do that; I’ve done that before,” he says. “It’s nice being in charge of your own destiny.”

Editor’s note: special thanks to NCPA member/volunteer Cindy Peng for her efforts on behalf of the newsletter. Cindy is off to New York soon (see notice later in this issue), but will continue as a member, and I hope as a contributor to The Pen & Press.

Guidelines for Aspiring Writers

This anonymously compiled list, widely circulated, I’m told, but new to me, was provided courtesy of Alton Pryor, www.stagecoachpublishing.com, who advised me that he “absolutely swears by” these rules.

1. Verbs has to agree with their subjects.
2. Prepositions are not words to end sentences with.
3. And don't start a sentence with a conjunction.
4. It is wrong to ever split an infinitive.
5. Avoid clichés like the plague. (They're old hat).
6. Also, always avoid annoying alliteration.
7. Also too, never, ever use repetitive redundancies.
8. Parenthetical remarks (however relevant) are (usually) unnecessary.
9. One should never generalize.
10. Comparisons are as bad as clichés.
11. Analogies in writing are like feathers on a snake.
12. The passive voice is to be avoided.
13. Eliminate commas, that are not necessary.
14. Never use a big word when a diminutive one will suffice.
15. Understatement is always the absolute best way to put forward earthshaking ideas.
16. Use the apostrophe in it's proper place and omit it when its not needed.
17. Eliminate quotations. As Ralph Waldo Emerson said, "I hate quotations. Tell me what you know."
18. Even if a mixed metaphor sings, it should be derailed.
19. Exaggeration is a billion times worse than understatement.
20. Proof-read carefully to see if you any words out.
New Printing of *Children of Immortal Bliss*

*Special to The Pen & Press*

NCPA member Anna Hourihan of Vedantic Shores Press is pleased to announce the second printing of *Children of Immortal Bliss: A New Perspective on our True Identity Based on the Ancient Vedanta Philosophy of India*, by Paul Hourihan, edited by Anna Hourihan. This subsequent printing features a new cover.

Even though the term *Vedanta* is unfamiliar to most, more than ever before we are being exposed to Eastern ideas that are very much at the core of the Vedanta teachings of India. Many of the concepts in bestselling spiritual books by authors such as Eckhart Tolle, Deepak Chopra, and Wayne Dyer, tie in with Vedanta philosophy. *Children of Immortal Bliss*, which introduces Vedanta primarily to Westerners, is relevant and timely for those who are ready to learn more about these ideas and for those who want to enrich their understanding of life.

For more information, see www.VedanticShoresPress.com.

Other News, Announcements, and Comments

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

✓ This note comes from NCPA member/volunteer Cindy Peng

> Dear NCPA,

> I've just found out that I've been accepted to NYU's Masters Degree program in Publishing for the Spring semester, so I will be moving to New York in early January. Sadly, my NCPA meeting attendance must come to an end very soon.

> I just wanted to thank everyone for welcoming me warmly into the NCPA when I began volunteering for the organization in May. In particular, Barry Schoenborn, Margie Webb, and Ken Umbach have been very generous with their advice and encouragement. In fact, it was Barry who encouraged me to apply to a publishing program in the first place, and I'm very grateful for that.

> *NCPA is a very energetic and supportive group of people and I'm proud to have (however briefly) been a part of your association's work.*
Thanks everyone,

Cindy Peng

Happily, Cindy is continuing as an NCPA member. I am hopeful that she will keep us informed of her progress.

✓ This just in from NCPA member Frances Kakugawa, about her success in the 2008 Short Story Contest by Inland Empire Branch of the California Writers Club, LaVerne, California. The theme: centered around “a road taken or not taken.” Robert Frost's "The Road Not Taken," was the inspiration.

My short story "Road to Haole Land" won 2nd prize and $50, and appeared in the organization's Fresh Ink publication. Haole in Hawaiian means White or Caucasian. My story tells the story of the difficult road I took to become that writer I planned to become at age 6. I knew I had to stop speaking Pidgin to become a writer and that meant being different among my peers. This Pidgin influence followed me to college and I almost didn't make it.

This is one of many short stories from my current collection on growing up after Pearl Harbor in Hawaii.

For Frances’s recent books, see Watermark Publishing, www.bookshawaii.net. Coming soon, Wordsworth! Stop the Bulldozers!

✓ NCPA member and award-winning author Kiyo Sato made a generous contribution to NCPA intended to help the organization maintain its current low membership fee structure. The following acknowledgement recognizes Kiyo’s thoughtfulness:

Dear Kiyo:

On behalf of the board, and all members of NCPA, I would like to thank you for your generous contribution.

We are honored by you, your work, your writing, and by all you have stood for throughout your life.

My heart expanded in the short time I spent sitting next to you at our conference last year.

Then to have read your book, tears washing many pages, tension gripping others, and as it closed the intense desire to hug you, and each member of your family. I am so grateful to know you, your strength, your wisdom, your heritage. You have enriched my life, and I am certain, the lives of everyone you meet, and those who may only meet you through your book.

Thank you for your generous nature.
We are honored to have you as a member of our society.

With sincere appreciation,

Michele Avanti

President of NCPA

Editor’s note: Kiyo Sato’s remarkable memoir, *Dandelion Through the Crack*, is to be published in a new edition by Soho Press, New York, under the new title *Kiyo’s Story*. I am advised that the publication date has been moved up to February 19, 2009, from the originally planned April 1, 2009, to coincide with Kiyo’s appearance at a Smithsonian Institution event in Washington D.C., and the 66th anniversary of President Franklin D. Roosevelt’s issuance of the order that led to the internment of some 120,000 Americans of Japanese ancestry during World War II. The book is already available for pre-order.

✓ NCPA member Loraine Holden will be speaking at the Sacramento Suburban Writers meeting on Monday, January 19, 2009. The meeting will be at the Fair Oaks Library, 11601 Fair Oaks Blvd. (just south of Madison Ave.), Fair Oaks. The meeting time is 7 – 9 pm. The topic is "Some Pitfalls in Self Publishing and How to Avoid Them."


✓ Stop Procrastinating!

Do you suffer from procrastination? Long time NCPA member Terry Prince (www.terryprince.com) will present a workshop through the Sacramento Learning Exchange on January 28, 7:00 - 9:00 pm. She will be teaching *Stop Procrastination — 10 ways to overcome your habits to stall action and develop methods of accountability*. Contact the Learning Exchange for more information at 916-929-9200 or visit www.learningexchange.com. This class also includes an additional one-hour teleclass to review your progress as a group. *Don't hold off any longer and register today.*

Editor’s note. I swear I intend to stop procrastinating. Really! I’ll start soon. Maybe Terry’s workshop will be the opportunity.

✓ NCPA member Ken Umbach is now a columnist for *Spectrum*. The current column may be found each week at www.senior-spectrum.com, and the print edition picked up at various Sacramento-area locations. Subscriptions are also available for a modest $35 for 52 issues. Some members might recall that *Spectrum* editor Stephen Baetge spoke to an NCPA meeting several months ago.

✓ NCPA member John Trotta will be holding a book signing in January 2009 at the Robla School District for *Celine, Celine, What Have you Seen?* In December, he held a signing at Starbucks at "J" Street and 37th, Sacramento.
For more information, see www.celinecelinebooks.com/7.html.

✓ Your notice or announcement could go here!

Have I got news for YOU!
A Note from the Editor

Send your articles and announcements to ken@umbachconsulting.com.

Use **NCPA NEWSLETTER** (exactly and only that) as the email subject heading. That helps me to find newsletter submissions in the avalanche of incoming email.

Please provide submissions in Microsoft Word (or compatible) format (but NOT .docx), or in plain text. If you would like to discuss an article idea or have any other questions or comments about the newsletter, feel free to email or phone.

What fits best into *The Pen & Press* is news of members’ books, activities, marketing, speaking engagements, and accomplishments. Also of value: members’ insights into the challenges and opportunities of writing publishing and information on regional resources for authors and publishers. Cover illustrations and other photos are welcome in jpeg or other standard format. Please keep file sizes reasonable. When in doubt, call or email me in advance.

The deadline for submissions for the next issue (March - April 2009) is close of business Friday, February 20, 2009.

— Ken Umbach, editor

---

*The Pen & Press* is published by Northern California Publishers & Authors, a coalition of authors, small presses, and independent publishers. All newsletter content, unless otherwise attributed, is copyrighted by NCPA. Material from the newsletter may not be reproduced in any way without written consent of the copyright holder. The editor reserves the right to accept or reject submissions and to edit submissions for length, clarity, or style.

Readers are of course free to print copies for noncommercial personal use, and NCPA members are welcome to print copies of the newsletter to share with friends, colleagues, and prospective members.

Northern California Publishers & Authors
3104 O Street, #270
Sacramento, California 95816
916-733-1655
www.norcalpa.org
## Board of Directors of NCPA

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>President</strong></td>
<td>Michele Avanti</td>
<td><a href="mailto:astrologyandmore@gmail.com">astrologyandmore@gmail.com</a></td>
<td>541-863-6631</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(best to call on Mondays or</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thursdays)</td>
<td></td>
</tr>
<tr>
<td><strong>Vice-President</strong></td>
<td>Mark Rafter</td>
<td><a href="mailto:mark@markrafter.com">mark@markrafter.com</a></td>
<td>530-258-0698</td>
</tr>
<tr>
<td><strong>Secretary</strong></td>
<td>Tedi Graves</td>
<td><a href="mailto:unmasked_hearts@sbcglobal.net">unmasked_hearts@sbcglobal.net</a></td>
<td>916-489-0633</td>
</tr>
<tr>
<td><strong>Treasurer</strong></td>
<td>Carol Ryan</td>
<td><a href="mailto:ryan-carol@sbcglobal.net">ryan-carol@sbcglobal.net</a></td>
<td>(916) 351-9140</td>
</tr>
<tr>
<td><strong>Speakers Bureau</strong></td>
<td>Vicki Ward</td>
<td><a href="mailto:wardvl@yahoo.com">wardvl@yahoo.com</a></td>
<td>925-634-7627</td>
</tr>
<tr>
<td><strong>Publicity</strong></td>
<td>Pat Canterbury</td>
<td><a href="mailto:patmyst@aol.com">patmyst@aol.com</a></td>
<td>916-483-1046</td>
</tr>
<tr>
<td><strong>Annual Conference</strong></td>
<td>Barry Schoenborn</td>
<td><a href="mailto:barry@wvswrite.com">barry@wvswrite.com</a></td>
<td>530-265-4705</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>Sandra K. Williams</td>
<td><a href="mailto:skw@williamswriting.com">skw@williamswriting.com</a></td>
<td>916-456-0625</td>
</tr>
<tr>
<td><strong>Membership</strong></td>
<td>Ken Umbach</td>
<td><a href="mailto:ken@umbachconsulting.com">ken@umbachconsulting.com</a></td>
<td>916-722-6897</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Voice mail: 916-733-2159</td>
<td></td>
</tr>
<tr>
<td><strong>Awards</strong></td>
<td>Bradley Simkins</td>
<td><a href="mailto:bookloversbooks@sbcglobal.net">bookloversbooks@sbcglobal.net</a></td>
<td>916-332-3133</td>
</tr>
<tr>
<td><strong>Past President</strong></td>
<td>Barry Schoenborn</td>
<td><a href="mailto:barry@wvswrite.com">barry@wvswrite.com</a></td>
<td>530-265-4705</td>
</tr>
<tr>
<td><strong>Newsletter</strong></td>
<td>Ken Umbach</td>
<td><a href="mailto:ken@umbachconsulting.com">ken@umbachconsulting.com</a></td>
<td>916-722-6897</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Voice mail: 916-733-2159</td>
<td></td>
</tr>
</tbody>
</table>

Meetings are held on the second Saturday of each month, 10 am to noon, at Merrill Gardens Retirement Community, 7418 Stock Ranch Road (just west of Sylvan Road about a quarter mile north of Greenback Lane), Citrus Heights.

Visitors are welcome.
Our March meeting (the usual 2nd Saturday, March 14, at Merrill Gardens Retirement Community, Stock Ranch Road near Sylvan Road, Citrus Heights), will feature a roundtable discussion and member networking rather than a formal speaker.

Another important note for all members is the arrival of an NCPA Yahoo Group to manage our email discussions.

The new group is found at http://groups.yahoo.com/group/NCPA.

“Invitations” to join the new Yahoo Group have been sent to all NCPA members. If you have not received your invitation by email or have problems in following up, visit the page itself and click on the “Join This Group” link. Be sure to provide your name if you use that option. A moderator will handle the request. If you have difficulties in joining or in using the new group, contact me or Barry Schoenborn (see board list at end of this newsletter).

The new group does not replace our longstanding NCPA website, www.norcalpa.org, but rather will take over the email discussion function and provide an easier-to-use method for posting some files and other information, including calendar and surveys.

The new Yahoo Group is one step in revising our Web methods after NCPA webmaster Sandra Williams vacated that position. Our thanks go to Sandra for her years of exceptional service on the board in various demanding capacities, most recently as webmaster. Sandra’s expertise shines from every part of the NCPA website.

With that change in board membership and in management of the role, we have had to adopt some new or revised approaches, as no one else on the board has Sandra’s exceptional level of technical knowledge and experience to facilitate all of the features of the established website and email discussion list.

Always remember that all NCPA board members are volunteers, making the best use we can of the resources at our command.

Finally: NCPA elections will be coming up soon. See www.norcalpa.org and watch your email for updates, and if you possibly can, please consider taking an office or other board position.

— Ken Umbach, editor
Special Letter from NCPA President Michele Avanti

Hi Everyone!

Spring is the most active time of year for NCPA. During this season we hold elections, announce the NCPA Book Awards, and hold our publishing conference.

In addition to these annual events, this year we are sweeping the organization into the 21st Century, with a new network approach through Yahoo Groups, online payments for events and membership, through Google checkout and Ecrater, and even opening the doors to the world with Google Adwords.

Call for Nominations

Right now I am calling for nominations for one officer, and two other board positions. Any member in good standing can write in a nomination or call me, or any board member with this information.

Each of these positions includes attendance at four 90-minute board meetings each year.

Board meetings are held by conference call, so you do not have to travel, and there is no phone expense to you.

The Board Openings

**Treasurer.** This important office requires approximately two hours each month. Our current treasurer Carol Ryan has done a fantastic job keeping our books in order, and making sure that checks are deposited and payments are made on time. Whoever is lucky enough to be our next treasurer will find an easy to understand set-up, and a former treasurer who will be very helpful as you make the transition.

Skills of a successful treasurer:

- Comfort with numbers
- Knowledge of QuickBooks, Excel, or both (assistance will be provided in learning what is needed to do the job)
- Responsibility and attention to detail

**Publicity Chair.** Our current PR expert Pat Canterbury, has created a well oiled machine to offer the new director. The position requires approximately 2 – 3 hours each month. It involves getting press releases out to all the media for our monthly meetings, and any events from NCPA Book Award Winners to our Annual Publishing Conference. If you are new to Public Relations, you will gain in every way with this position.

Skills of a successful Publicity Chair:
Highly organized,
Deadline oriented
Good networking skills
Excellent writing and punctuation

Webmaster. Our website, created by Sandra Williams, shines with the skills of a top-notch Web designer.

Because we are moving some functions to a Yahoo Group, the new webmaster, will only need to keep the site current. The time required each month is about one hour, unless the new webmaster wants to make more extensive changes (with board approval).

Skills of a successful webmaster:

• Organized, clear thinker.
• Knowledge of html, cascading sheets, and working with web servers.
• A love of design, and a willingness to explore new Internet options.

What you gain from working with NCPA:

• Develops your people skills,
• Expands your mind and knowledge base,
• Increases your network contacts
• Adds another professional notch to your resume, giving you an edge in the job and speakers market.

You can email or call me or any board member to put in your nomination, or for more information.

Upcoming Events & You

2009 NCPA Book Awards Program & Dinner –

Friday April 24, 5:30 at Tex Wasabi, Arden Way, Sacramento, CA

Full Buffet Dinner and Awards – cost $20 per person

Under the direction of board member, Bradley Simkins, of Booklovers Book Store in Sacramento, and his team of helpers, we can expect a wonderful night of publishing success, networking, excellent food, and fun. This event lets you see and touch the outstanding work of NCPA members. Network with other publishers and authors, and enjoy learning how they created winning entries.

Buy your tickets to the Awards Program and Dinner at:

2009 NCPA Publishing Conference

Saturday, April 25, 8 am – 5:30 pm at the Red Lion, Arden Way, Sacramento, California.

The fee includes all sessions, snacks and buffet lunch. Through March 31, early bird price of $80 for NCPA members and members’ guests, and for members of “sister” organizations (including California Writers Club and Bay Area Independent Publishers Association, BAIPA, among others). For nonmembers, the fee is $100. Beginning April 1 the fee is $100.00 for everyone, member or not.

With diligence and grace, former NCPA president and current conference director Barry Schoenborn and his team of volunteers have put together an outstanding group of speakers.

This year’s keynote speaker, John Kremer, author of 1001 Ways to Market Your Book will launch this conference at warp speed. This year, when the economy is teetering, and you are wondering what is your next step to bestseller, this conference fills the bill.

Save $20 and purchase your early-bird member-price Conference tickets online by March 31 at


You can buy combination of early-bird Conference tickets AND Awards Program and Dinner tickets at:


The NCPA Yahoo Group

I am personally grateful to Ken and Barry for getting the new Yahoo Group running.

I invite members to go to the NCPA yahoo group home page, http://groups.yahoo.com/group/NCPA/, and add your book(s) to the photo album.

I look forward to adding albums for our awards dinner and conference.

Also notice the word “Links” in the left column. Click on it, and then add a link to your website or blog. You will find our NCPA Yahoo group is easy and intuitive.

A Note of Thanks

Finally, I would like to thank everyone who has volunteered with NCPA from 2008 – 2009. We have made great strides in moving forward, and I promise you, we will continue. With gratitude for your thoughts, your ideas, and in every way you light up the world of publishing and authorship – Thank You!

Michele Avanti, President, NCPA
Thanks to February Meeting Speaker Dan Haldeman

A note of thanks is due (as it is to all of our valued speakers!) to February speaker Dan Haldeman. Dan shared insights into book distribution and how that process relates to the publication process in general. Dan outlined how and why it is that it typically takes a year to get from readiness for publication to actual in-store availability of a book.

Among Dan’s recommendations is the use of a matrix to lay out marketing targets and opportunities and to help allocate promotion and marketing resources for a book. Think about the audiences for the book, by age, gender, area of residence, interests, organizational memberships, and other characteristics, and design a marketing plan accordingly. (I hope I have done justice to the core of Dan’s recommendation.)

For more information, see www.book-hub.com/bookhubagency.html and its related links. I hope we can take advantage of Dan’s generous offer to return for further presentations to NCPA.

March Meeting Announcement

Our March 14 meeting, at Merrill Gardens Retirement Community, will feature a round-table discussion and member networking rather than a formal speaker.

These networking and discussion meetings are always popular, so be sure to arrive on time for the 10 am start. Meetings conclude promptly by noon.

Watch www.norcalpa.org for more information, when available. Also see www.norcapa.org for news of the April meeting (the usual second Saturday at Merrill Gardens, 10 am to noon).

Treasurer’s Report: NCPA Out of Step with Global Economy – in a Good Way

By NCPA Treasurer Carol Ryan

NCPA is thriving despite all the gloomy economic news. Our bank account (FDIC insured) has over $12,600 as of mid February.

This money combined with the efforts of our talented and active membership means we will sponsor our annual NCPA book awards contest as well as another conference this April.

At this exciting time for NCPA, you have an opportunity to get more involved with the organization. The annual election for the board is coming up and the position of treasurer is open (due to term limits). Two years ago, as a new member, I asked then-president Barry Schoenborn if there were something not too demanding that I could do. He suggested running for treasurer. As it turned out, there was a bit more to it than Barry predicted because we had to upgrade our QuickBooks software and I had to learn a few new
things for the conference accounting. Happily, that is behind us and now the treasurer position is, while important, much simplified. It is a good position for someone who would like to be on the board but likes to have a concrete task with a clear beginning and end. I hope you’ll give volunteering as treasurer your consideration; it is a way to insure NCPA continues to thrive.

**Book Awards Dinner, April 24, 2009**

By NCPA Awards Chair Bradley Simkins

It's that time of year again when we honor our fellow members and their hard work. Come join us on Friday, April 24th, 2009 at 5:30 pm and find out which book made the ultimate cut. This is your chance to mingle and network with your fellow publishers, authors, conference speakers and sponsors, and you can do all this while enjoying some great food.

This year’s awards program will be held at Tex Wasabi’s Rock N’ Roll Sushi B-B-Q restaurant, located at 2243 Arden Way Sacramento CA 95825. The cost for the dinner is $20 per person. You can send a check made payable to NCPA to:

```
2009 Awards Dinner
c/o Book Lovers Bookstore
5800 Madison Avenue STE W
Sacramento CA 95841
```

You can also pay online at http://ncpa.ecrater.com/category.php?cid=734728. See Michele Avanti’s letter, above in this newsletter, for other purchase links (Dinner + Conference and Conference-only).

You can learn more about Tex Wasabi (owned by Next Food Network star Guy Fieri) at www.texwasabis.com.

If you have any questions, please feel free to contact me.

See you there!

Bradley A Simkins, Awards Chair
Book Lovers Bookstore
5800 Madison Avenue Ste W
Sacramento, CA 95841
916-332-3133
www.bookloverscafe.com
Alton Pryor Ventures into Large Print

*Special to The Pen & Press*

In an attempt to increase his readership, Author Alton Pryor is issuing his best-selling book, *Little Known Tales in California History*, in a large print version. The book has sold more than 85,000 copies in its original print version, but requests for a large-print edition have convinced the author there is a demand for such a version.

![Large Print Edition of Little Known Tales in California History by Alton Pryor](image)

The book was released in February, and is available on the author’s website and at his sales office (916-771-8166).


NCPA Member’s Book wins “Mom’s Choice” Award

*Special to The Pen & Press*

*Wordsworth Dances the Waltz*, by Hawaii-born author and educator Frances H. Kakugawa and illustrated by Melissa DeSica, has been named among the best in family-friendly media, products and services by the Mom’s Choice Awards®. *Wordsworth* is a Silver Recipient in the prestigious family-friendly award competition. Released by Honolulu-based Watermark Publishing, *Wordsworth Dances the Waltz* uses the character of Wordsworth, the Hawaiian mouse who loves poetry, to introduce children to the concept that as grandparents age, they may become different, and even forget important things.
Frances Kakugawa has been featured on KHON2 newscasts with Kirk Matthews and in The Honolulu Advertiser for her work helping children and adults to understand Alzheimer’s patients and teaching them to deal with the stresses of having a family member afflicted with the disease through journaling and creative writing. Wordsworth Dances the Waltz has also been praised by the Midwest Book Review as a “superbly written picture-book story” that “should be a part of every elementary school and community library picturebook collection for young children.”

Wordsworth Dances the Waltz is dedicated to author Frances H. Kakugawa’s late mother, Matsue, who was afflicted with Alzheimer’s disease. Kakugawa was her primary caregiver for five years; during that time she found that poetry and journaling helped to ease the rigorous burden of caregiving.

Born and raised in Kapoho on the Big Island of Hawaii, Kakugawa is a retired Oahu and Big Island public school teacher. She has also taught in classrooms in Michigan and Micronesia and served as a teacher trainer at the University of Hawaii. Ms. Kakugawa is currently a Sacramento-area resident. Illustrator Melissa DeSica was born in Kailua, Oahu, and received several awards for her artwork. DeSica wrote and illustrated her own children's book, Gecko and Mosquito. Sadly, she lost her battle with leukemia a short month before the Mom’s Choice Awards® winners were announced.

The Mom’s Choice Awards® is an annual awards competition that recognizes authors, inventors, companies, parents and others for their efforts in creating quality family-friendly media, products and services. Additional information about the Mom’s Choice Awards® can be found at their Web site: www.momschoiceawards.com.

Wordsworth Dances the Waltz is the second book featuring the literary mouse. It has received the Bronze Award in the Best Book Overall category, as well as the award for Best Illustrated Children’s Book from NCPA. The first Wordsworth title, Wordsworth the Poet, was the recipient of the 2004 Ka Palapala Book Award for Excellence in Children’s Books from the Hawaii Book Publishers’ Association. In addition to the Wordsworth titles and Mosaic Moon, a resource for caregivers with inspirational poetry reflecting the trials and small triumphs of the family caregiver, as well as a how-to guide to creating poetry support groups, Kakugawa has written an entertaining, insightful memoir of classroom life: Teacher, You Look Like A Horse! Her books are available at bookstores, online retailers and direct from the publisher at www.bookshawaii.net.

Vicki Ward Featured on Author Panel

Special to The Pen & Press

February 2009 was a busy month for NCPA board member Vicki Ward. She is editor and publisher of the triple award winning book Life’s Spices From Seasoned Sistahs, published in 2005. This popular chronicle of true stories about many of life’s experiences, by women of color, continues to be an excellent read and a great seller.
Vicki was invited to be a member of an author panel presented to the community by the Brentwood Library featuring local authors. This diverse panel included Brentwood’s Poet Laureate, Diane Lando, and other local authors whose works include a prayer journal, a coming of age novel, and a crime novel. She described for the audience her concept for the book, how she solicited stories from women across the country, and starting her publishing company. This became her first published book. She read a poem of hers, and an excerpt from an essay from the book. The authors connected with the writers in the audience, providing an opportunity for them to ask questions related to their own writing and publishing concerns including character development and plot.

Vicki joined with other visual artists contributing her writing talents to the art exhibit, Barbershop—Beautyshop /Good Hair Bad Hair which opened at the Richmond Art Center on February 7th in Richmond. She wrote the narratives for this exhibit installed as large panels located throughout the exhibit. The opening reception featured a welcome by the Mayor of Richmond, Gayle McLaughlin, the media and scores of art lovers. Historically, in the black community these two businesses were held in high esteem as places where folk of African descent could gather to socialize to editorialize, and speak freely about their life issues, politics, finances, jobs and family matters, all while getting a haircut or having their hair done.

Patrons walking into the gallery were delighted to see a fully replicated barber shop with old-school barber chairs, clippers, strap, razors, and hair products. The oversized photos placed strategically throughout the exhibit vividly show the artistry, tools, style, and cohesiveness found in these sanctuaries. The written narratives positioned through the exhibit bring to mind historical events through hair styles and cultural changes from the 1920s through the 1980s, encouraging thought and sparking dialogue for visitors.

This exhibit is historical, entertaining, and educational. Visitors are also encouraged to think about and explore the range of black hair styles as “class classifiers” and of what the Black Diaspora considers beautiful. Through this exhibit visitors will explore the stigma created within the black community about so called “good hair” and “bad hair” that continues today.

**Samples from the Narratives**

Yeah, say it loud, I’m Black and I’m proud! Thank you James Brown, for empowering our culture with a song that helped us stand up and take our place in society; a song that went with my afro. Couldn’t sing it loud enough, strutted around like a peacock with full blown black plumage on my head! The brothas and sistahs gave a knowing nod when they passed each other on the street. Everywhere you looked you saw afros and you felt proud to be Black.

Suppression of a people’s culture cannot last. African women are widely known and respected for their weaving and braiding. This artistry was embraced by African American sistahs. The disconnect of hundreds of years between people of color on two continents dissolved. African Sistahs brought their skill, their arti-
stry, and hair braiding. African American Sistahs embraced these gifts adding their own adornments and flavor.

Bob Marley’s music was warm and inviting. The way he wore his hair was different, we took a second look. Something new here . . . dreadlocks! Umm, very different. Locks make a statement! Wear them long, or short. Women and men wear them braided, twisted, or with color. You see skinny locks, and fat locks. They define those who step out wearing them as bold. They say I’m free to be me.

She walks past with a strong stride, aware of her beauty. She has a boldly colored scarf around her neck. Her earrings always large dangle as she walks, and frame her face perfectly. Her body no longer ravaged by the pain, or the treatment. Hair gone, head smooth as a baby’s butt; she won’t wear wigs or hats. A proud survivor, she knows she is not her hair.

Young Author Reaches a Milestone: Signing Scheduled for March 15 at Avid Reader

Special to The Pen & Press

While most high school students see their senior project as a chore to be forgotten by graduation day, Michael Panush turned his into a published novel.

NCPA member Michael Panush, 19, who wrote Clark Reeper Tales as a Kennedy High School senior, has now published the book, which chronicles the adventures of an Old West bounty hunter and his adopted son.

“There are lots of books about how the West was won – there aren’t too many about how it was saved from gargantuan insects and space aliens. That's what people seem to like about Clark Reeper Tales – it’s science fiction and a Western rolled into one,” Panush said. “And, I put way too much work into this to let it just sit in a drawer gathering dust.”

Panush, who’s now attending Sacramento City College, will read selections from the book and autograph copies at a free event 2 p.m. Sunday, March 15, at the Avid Reader bookstore at 1600 Broadway in Sacramento.

The 386-page book, Clark Reeper Tales: The Truthful Telling of the Adventures of the West’s Wildest Bounty Hunter, includes illustrations by Pocket-area resident Jake Delaney.

Though still a teenager, Panush has already distinguished himself as a promising young writer. His short stories have been featured in numerous online magazines, including: Demon Minds, Fantastic Horror, Dark Fire Fiction, Aphelion, Horrorbound, Fantasy Gazetteer, Demonic Tome, Tiny Globule, and Defenestration.

Panush also won first place in the Sacramento Storyteller’s Guild 2002 “Liar’s Contest,” and was a finalist in the national Youth Storytelling Olympics.
Clark Reeper Tales is available at local bookstores, and on Amazon.com for $17.99. For more information on Panush and Clark Reeper Tales visit www.clarkreeper.com.

Other News, Announcements, and Comments

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


✓ NCPA member Kiyo Sato appeared on February 19 at a Smithsonian Institution museum in Washington, D.C., on the anniversary of Executive Order 9066, and has made other speaking appearances in connection with the new edition of her NCPA Gold Award winning memoir, now titled Kiyo’s Story: A Japanese-American Family’s Quest for the American Dream. A book signing will be held at Book Lovers Book Store, 5800 Madison Ave., Sacramento (owned and operated by NCPA member Bradley Simkins), on Saturday, March 28, the official national launch for the book. See http://bookloverscafe.com/ for more information.

✓ Your notice or announcement could go here!

Have I got news for YOU!
A Note from the Editor

Send your articles and announcements to ken@umbachconsulting.com.

Use **NCPA NEWSLETTER (exactly and only that)** as the email subject heading. That helps me to find newsletter submissions in the avalanche of incoming email.

Please provide submissions in Microsoft Word (or compatible) format (.docx is now ok, thanks to your *Pen & Press* editor’s upgraded computer and software), or in plain text. If you would like to discuss an article idea or have any other questions or comments about the newsletter, feel free to email or phone.

What fits best into *The Pen & Press* is news of members’ books, activities, marketing, speaking engagements, and accomplishments. Also of value: members’ insights into the challenges and opportunities of writing publishing and information on regional resources for authors and publishers. Cover illustrations and other photos are welcome in jpeg or other standard format. Please keep file sizes reasonable. When in doubt, call or email me in advance.

The deadline for submissions for the next issue (May – June 2009) is close of business, Monday, April 26, 2009 (delayed to allow for a report on awards and conference).

— Ken Umbach, editor

---

*The Pen & Press* is published by Northern California Publishers & Authors, a coalition of authors, small presses, and independent publishers. All newsletter content, unless otherwise attributed, is copyrighted by NCPA. Material from the newsletter may not be reproduced in any way without written consent of the copyright holder. The editor reserves the right to accept or reject submissions and to edit submissions for length, clarity, or style.

Readers are of course free to print copies for noncommercial personal use, and NCPA members are welcome to print copies of the newsletter to share with friends, colleagues, and prospective members.

Northern California Publishers & Authors  
3104 O Street, #270  
Sacramento, California 95816  
916-733-1655  
www.norcalpa.org
# Board of Directors of NCPA

<table>
<thead>
<tr>
<th><strong>President</strong></th>
<th><strong>Vice-President</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Michele Avanti</td>
<td>Mark Rafter</td>
</tr>
<tr>
<td><a href="mailto:astrologyandmore@gmail.com">astrologyandmore@gmail.com</a></td>
<td><a href="mailto:mark@markrafter.com">mark@markrafter.com</a></td>
</tr>
<tr>
<td>541-863-6631 (best to call on Mondays or Thursdays)</td>
<td>530-258-0698</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Secretary</strong></th>
<th><strong>Treasurer</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tedi Graves</td>
<td>Carol Ryan</td>
</tr>
<tr>
<td><a href="mailto:unmasked_hearts@sbcglobal.net">unmasked_hearts@sbcglobal.net</a></td>
<td><a href="mailto:ryan-carol@sbcglobal.net">ryan-carol@sbcglobal.net</a></td>
</tr>
<tr>
<td>916-489-0633</td>
<td>(916) 351-9140</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Speakers Bureau</strong></th>
<th><strong>Publicity</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vicki Ward</td>
<td>Pat Canterbury</td>
</tr>
<tr>
<td><a href="mailto:wardvl@yahoo.com">wardvl@yahoo.com</a></td>
<td><a href="mailto:patmyst@aol.com">patmyst@aol.com</a></td>
</tr>
<tr>
<td>925-634-7627</td>
<td>916-483-1046</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Annual Conference</strong></th>
<th><strong>Website</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Barry Schoenborn</td>
<td>Vacant</td>
</tr>
<tr>
<td><a href="mailto:barry@wvwwrite.com">barry@wvwwrite.com</a></td>
<td>(Barry Schoenborn is informally acting in this capacity)</td>
</tr>
<tr>
<td>530-265-4705</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Membership</strong></th>
<th><strong>Awards</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken Umbach</td>
<td>Bradley Simkins</td>
</tr>
<tr>
<td><a href="mailto:ken@umbachconsulting.com">ken@umbachconsulting.com</a></td>
<td><a href="mailto:bookloversbooks@sbcglobal.net">bookloversbooks@sbcglobal.net</a></td>
</tr>
<tr>
<td>916-722-6897</td>
<td>916-332-3133</td>
</tr>
<tr>
<td>Voice mail: 916-733-2159</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Past President</strong></th>
<th><strong>Newsletter</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Barry Schoenborn</td>
<td>Ken Umbach</td>
</tr>
<tr>
<td><a href="mailto:barry@wvwwrite.com">barry@wvwwrite.com</a></td>
<td><a href="mailto:ken@umbachconsulting.com">ken@umbachconsulting.com</a></td>
</tr>
<tr>
<td>530-265-4705</td>
<td>916-722-6897</td>
</tr>
<tr>
<td>Voice mail: 916-733-2159</td>
<td></td>
</tr>
</tbody>
</table>

Meetings are held on the second Saturday of each month, 10 am to noon, at Merrill Gardens Retirement Community, 7418 Stock Ranch Road (just west of Sylvan Road about a quarter mile north of Greenback Lane), Citrus Heights.

Visitors are welcome.
Another good year for NCPA has come to its conclusion (our year runs from May through the following April). The new board takes office on May 1, 2009, and features some new as well as some returning faces.

Relentless work on the part of conference chair Barry Schoenborn and his committee resulted in a successful event. Likewide, awards chair Bradley Simkins and his committee and book judges oversaw a process culminating in a fine set of honored books and a festive (albeit noisy) dinner.

The new board has some vacancies (website, conference) and will face an assortment of challenges in the coming year. Most of those challenges will, I expect, be the same as every year: to plan and conduct worthwhile monthly meetings and other events, to provide valuable information to members, and to communicate with the public at large about the role and products of independent publishing.

One of the biggest challenges every year is to find volunteers to fill the various board positions. This might be the year when the board makes a concerted effort to populate committees, and to do so earlier in the year. Participation on a committee helps to introduce additional members to our activities and functions and to develop new leadership.

NCPA is, and I cannot emphasize this strongly enough, a volunteer organization. I understand that some (probably many or most) members just want to be “Indians,” not “Chiefs,” and to enjoy the benefits of the organization without taking an active role with accompanying tasks and expectations. But the fact is that every year we have to fill positions and assure that tasks will be carried out, often with a great deal of self-direction, even if under general board policy.

It does complicate matters, of course, that some of our members are “Chiefs” in other organizations, and face limits on their capacity to volunteer. And of course some are fully involved in their work or other obligations. But as the saying has it, “If you have a job to be done, give it to a busy person.” Busy folks have to be good at organizing and setting priorities. One way to learn those abilities is to step up and take on new responsibilities.

Give it some thought, and be ready to respond to a call to serve on a committee.

— Ken Umbach, editor
New NCPA Board

As of May 1st, NCPA’s board is as follows:

- President: Barry Schoenborn
- Vice President: Elva Anson
- Treasurer: Anna Hourihan
- Secretary: Suzy Hopkins
- Publicity Chair Norma Thornton
- Awards Chair Bradley Simkins
- Membership Chair Stephanie Reali
- Newsletter Chair: Ken Umbach
- Speaker Bureau: Bob Bishop
- Conference Chair: Vacant
- Webmaster: Vacant
- Past President (ex officio): Michele Avanti

Contact information is listed in the box near the end of the newsletter.

A Note from Outgoing President Michele Avanti

Dear Members:

Thank you for all your support over the last year.

We have had a fantastic board, with so many skilled members.

I look forward to the exciting new board that is coming in, and to the excellent leadership of past president, now president, Barry Schoenborn.

As we continue to grow, I expect NCPA will continue to deliver exceptional programming, awards judging and knowledge to our members.

Wishing each of you success in your endeavors.

Michele Avanti
NCPA President, 2008 – 2009

NCPA’s New Treasurer Introduces Herself

Anna Hourihan

As publisher and editor of Vedantic Shores Press, I’ve had the privilege of editing and publishing the spiritual books of my late husband, Paul Hourihan. To date I’ve published
five of the dozen titles Paul left since his passing in November 2001. Even though I live in Redding and wasn't able to attend regular meetings, I joined the Sacramento Publishers & Authors in 2002 [since renamed Northern California Publishers & Authors, NCPA] and have been a member ever since.

The benefits from the collective knowledge and sharing of useful and practical information by our group have made membership very worthwhile. With diverse backgrounds and varying levels of publishing experience, our members have a lot to offer, not only to the novice self-publisher, but to the more experienced as well. I'm also grateful for the Book Awards program. The recognition received from the awards given to three of our titles has helped to make them stand out from the plethora of books published each year.

Consequently, I'm honored to be serving as your new Treasurer, which allows me to give back to an organization that has helped me to network with other publishers in the region as well as become a better publisher and marketer of books that convey knowledge and insights for Self-discovery and understanding.

Anna Hourihan, Publisher & Editor, Vedantic Shores Press, info@vedanticshorespress.com www.VedanticShoresPress.com

Book Awards, 2009, for Books Published in 2008

The following awards were announced at the April 24 NCPA awards dinner.

- Best Media/Marketing: John Raymond Takacs, for *The Take-Us* (Age Publishing Company)
- Best Exterior Soft Cover Design: *Andi the Bee*, written by Phil Silver and Illustrated by Barbara Lyon (PBJ Books)
- Best Exterior Hard Cover Design: *Liberty's Quest*, written by Liberty Kovacs and Illustrated by Cleone Lyvonne (Robert Reed Publishing)
- Interior Photo/Photo Layout: *Feather River Country Adventure Trails*, by Tom DeMund (Know DeFeet Publishing Company)
- Best Reference/Directory: *Feather River Country Adventure Trails* by Tom DeMund (Know DeFeet Publishing Company)
- Best Young Adult: *Andi the Bee*, by Phil Silver (PBJ Books)
- Best Illustrated Children's Book: *Bigfoot and Joshua*, by Bob and Peggy Bishop (John Hinde USA)
- Best Spiritual Book: *Children of Immortal Bliss*, by Paul Hourihan, edited by Anna Hourihan (Vedantic Shores Press)
• Best Non-Fiction How To: *30 Things You Should Know About Media Relations*, by Tim Herrera (Create Space)

• Best General Non-Fiction: *Deer in My Garden, Vol. 2 Groundcovers* by Carolyn Singer

• Best First Book/New Voice: *The Take-Us* by John Raymond Takacs (Age Publishing Company)

• Best Overall (Bronze): Liberty’s Quest, by Liberty Kovacs (Robert Reed Publishing)

• Best Overall (Silver): *Feather River Country Adventure Trails* by Tom DeMund (Know DeFeet Publishing Company)

• Best Overall (Gold): *Deer in My Garden, Vol. 2 Groundcovers*, by Carolyn Singer (Garden Wisdom Press)

Congratulations to the winners, and thanks to awards chair Bradley Simkins and to the judges.

**Thanks and More Thanks!**

_Norma Thornton, Conference Committee, Silent Auction_

**Huge thanks to our donors for 2009 NCPA Conference’s silent auction!**


The Red Lion graciously donated a one night stay at the hotel, plus a gift certificate for dinner for two (dinner valued at $50.) If their food off the regular menu is as good as the meal we were served for lunch at the Conference, the lucky bidders are in for a real treat.

Ann and Joe Mehrten, owners of The Grand Oaks B&B & Inn offered a scrumptious Mother’s Day Brunch for eight (8), valued at up to $160. In addition to their Special Day Brunches, the Inn is a wonderful week-end retreat for a quick getaway, and perfect for authors at crunch-time, or suffering from writer’s block.

Enjoy a romantic getaway in the foothills just 45 minutes or so from downtown Sacramento, close to Comanche Lake, wineries . . . and not far from gambling at the Jackson Rancheria, or relax in solitude and write to your heart’s content, or stay longer and do it all!

Check out the web-site www.grandoaksinn.com for room information and all the neat goings-on around the place! Guys, take your gal there for her special day; stop at the
Chocolate Factory in Clements on your way, and indulge in some pretty wild chocolate stuff!

Your hostess Ann serves a mean breakfast that’s included in the stay, and I can guarantee you’ll enjoy yourselves. Christmas is an especially fun time to be there, as Ann loves doing the holidays up right, and really goes all out! She tells me there are still a few openings for Mother’s Day Brunch on Sunday 10 May, and I hear the garden and tables will be glorious. Treat Mom to a beautifully presented sumptuous gourmet brunch. Call 209-0759-3453 and reserve your table for a 10am, 12 PM, 1 pm or 2 pm meal.

Thanks all around!

Special thanks to our wonderful and faithful members Barry Schoenborn, Ken Umbach, Michele Avanti, and Margie Yee Webb for their gracious donations. Also special thanks to go to all who purchased tickets and bid on the silent auction items at our 2009 NCPA Conference. We brought in a net of $330 which will be put towards a project to be decided upon at a later meeting.

Exceptional thanks to Elva and Everett Anson, who were high bidders on both the Red Lion hotel stay and dinner, and the Mother’s Day Brunch for eight at the Grand Oaks B&B Inn in Clements, California.

If I missed anyone, I apologize, but know that you’re appreciated.

I also really appreciated the help of those who carried things around for me, including gathering of the winning tickets and doling out prizes, and loving thanks to my granddaughter Becka Brown, for working the tickets and sitting at the booth all day.

Coleman Cox Collection Published by Great Little Book

Special to The Pen & Press

Great Little Book Publishing Co., Inc. is pleased to announce the release of Quote Me On This: The Wit and Wisdom of Coleman Cox by Coleman Cox, edited by Karl W. Palachuk. This book is 300 pages of one-liners, stories, quips, and wisdom.

One cannot collect great quotations for very long without finding some great one-liners by Coleman Cox. His favorite topic is sales, but he also covers business in general and life in general.

Cox's writing started in 1921 when he decided to print up a small paper booklet with a thick paper cover. As he tells it, this booklet consisted of "a few hundred paragraphs telling something of my experiences and observations during thirty years of active business life."
Coleman Cox gave away a few thousand of these booklets. After that he received hundreds of letters requesting multiple copies of the booklet. So he printed a second edition, which sold out before the printing was complete. After that the booklet quickly went to a third, fourth, fifth printing, and beyond.

Within ten months, the first booklet, had sold millions of copies. So, in 1922 Cox came out with another brilliant collection of witticisms. Every copy was sold out before the printing of the first edition was complete.

After that Cox produced a total of ten collections, all in the same format. This collection brings together all the best quotations from Coleman Cox, with additional materials from Henry Ford, Charles Schwab, and a dozen other dignitaries from the first part of the 20th Century.

Cox's little paragraphs are inspiring and entertaining. Turn to any page and you'll find yourself flipping through several more. You'll be asking yourself "What will he say next?"


**BAIPA Report**

*Vicki Ward*

Bay Area Independent Publishers Association

“Publishing Institute Get Published!”

I attended the BAIPA Publishing Institute, Saturday March 21st, the guest of Lin Lacome, Vice President of Marketing. This invitation provided me several opportunities. I wanted to learn new ideas that could benefit NCPA, locate speakers to add to our roster, and brainstorm ways to collaborate with them, as two of the largest and well established writers and publishers organizations in Northern Calif.

“Independent Publishing Institute, Get Published” was held at the San Francisco Theological Seminary in San Anselmo, Marin County. The prior evening, a dinner was held in San Rafael for board members conference speakers, and guests, which I also attended. Through the introductions and discussions I discovered in their members an array of supportive, knowledgeable professionals. They were diverse in their expertise, including editors, publicists, book designers, proof readers, book reviewers, many of them qualified speakers.

The Institute had approximately 70 people in attendance. The program began with presentation of the Pete Masterson Scholarship Award sponsored by BAIPA. The recipient was a local high school senior. She wrote her essay on the topic of why she wanted to write a book.

The morning speaker was Jim Horan, author of *The One Page Business Plan*. He spoke on the topic “Your Book Can and Should Be Your Next Best Friend!” He was engaging
and entertaining. He was a proponent of giving his books away, and did just that to most people who asked questions. He offered practical lessons he has learned about being an author, and about how to put the lessons those work.

The morning and afternoon breakout sessions were on the following topics: Pre-and Post-Reviews, Book Design and Production, Web Presence, Fiction Books, Children’s Books, Marketing, and the Elements of Publishing. The speakers were knowledgeable and informative, giving plenty of examples and offering ample time for questions and answers.

I talked with many people who have a variety of writing and book publishing knowledge; and others with long and successful independent publishing careers. Meeting BAIPA’s board members over dinner was a great opportunity to talk to them about their organization in a casual setting.

There are many similarities in our two our organizations, which presents a perfect opportunity to learn from each other, to brainstorm about new practices and collaborate, co-producing an event, or pooling our interests in similar ideas and taking them to IBPA and SPAN.

Theresa Fogerty, Director of Marketing of IBPA, gave a presentation highlighting the benefits of membership. She emphasized the library mailings, and review options available. They had loads of the IBPA newsletter, *The Independent*, slick membership literature, and Publishing University registration forms available for attendees.

I hadn’t expected to be singled out as an invited guest, but was recognized in the general session as a special guest from NCPA by the president of BAIPA, who gave a description of NCPA our location. Several attendees later approached me asking for information on our group, website address, and meeting location. Tom DeMund author of *From Slave to Superstar of the Wild West* who won the NCPA Award in the Juvenile/Young Adult Non-fiction category last year came over to say hello. He told me he has recommended our organization to his daughter, who lives in the Sacramento area.

In addition to the usual breakout sessions they had an interactive session called “Ask a Pro,” which offered attendees the opportunity to meet in small groups for a short time with experts in marketing, book design and production, and publishing to ask questions specific to their need, and then move on to another “expert.” It was a pleasure to meet with members of an organization that has similar membership, objectives and goals as we have in NCPA. I believe there are some things we might consider collaborating on with this group that will benefit the membership of both organizations.

**Bookstands Make Your Books Stand Out**

*Sue Freeman*

We’re all susceptible to the impulse purchase. That’s why grocery and discount stores line the checkout lanes with goodies to catch your eye. It works --- you buy more.
One day, I went to a bike shop to buy an odometer for my bike. I waited at the checkout counter while the cash register completed its computation. My casual glance lighted upon a reflective leg band hanging on a small display rack. I grabbed one and added it to my purchase. It got me thinking -- why not get my guidebooks displayed where people are forced to wait. People shopping in a bike shop already have, or are buying a bike and need to know where to go biking. My guidebooks would make a perfect impulse purchase.

All we needed was a convenient way to display the books and an incentive for shop owners to place them on the checkout counter. We began looking for book stands. We needed a small quantity (to test the idea), and stands that were durable, attractive, and available at a low cost. We found companies that offered book stands, but finding one that met all our criteria proved to be a challenge. We persevered and created a successful promotion.

The outdoor recreation guides we sell through Footprint Press, Inc., cover trails for hiking, bicycling, and skiing. We've gotten them displayed on checkout counters in bike shops, gift shops, nature centers, wineries, coffee shops, and even gas stations.

When we make a sales call we offer a free plastic countertop display stand to retailers who buy at least five books. With the stand – and some not so subtle suggestions from us – our books end up being displayed on the checkout counter nine times out of ten. Our best success has been with face to face sales calls.

We tape a business card to the back of each stand, which gives our customers quick access to our reorder phone number.

**Stores Where Stands Show Up**

Of course, some shop owners say no – their counters are too crowded already. But, the ones who say yes end up selling many more books and we make our $4 to $7 investment in the display stand back very quickly.

I've seen display stands boost sales for other kinds of books also, when publishers carefully target the stores they approach. If your book appeals to grandparents, for instance, you'll want to target toy and clothing stores where they're likely to shop. If your book is historical fiction or nonfiction, you'll want to target stores with merchandise that appeals to people interested in its period, its protagonists and/or its location.

Clearly, this means you won't want to limit your outreach to bookstores. As I mentioned, even gas stations worked for us, and our books were the only ones they had ever carried.

Once you've identified stores where your specific customers are likely to shop, then pitch your book(s) to the owners or managers. Sometimes the offer of a free bookstand is what tips the scales so that they say yes.
Height Helps at Events

We also use bookstands to give our books a lift at festivals, book signings and seminars. And I use the word "lift" advisedly. We’ve spent time and money to get to these events, and often shelled out money for the honor of setting up a table at them. If we spread our books on the table, as I’ve watched many exhibitors do, and sit back as people wander past, they send only a fleeting glance toward our display, and we’ve lost an opportunity.

So we don't spread the books out on the table. We set them upright on display stands at various heights.

Since we’ve invested in captivating cover designs, we display each book face out to passersby and let their glances light upon our covers, enticing them over for a closer look.

This works well, even for those who aren’t aggressive marketers. I know some publishers and authors can reach out to engage people in conversation as they walk by, but I’m too shy to do it successfully, and I suspect many others are too.

Whether you’re shy or aggressive, displaying books on stands helps entice potential customers to your table. And at a talk or workshop, having books on display stands on a table in the back of the room makes them much more noticeable to attendees. People are more likely to see them when they come in, and stop to browse. Browsing often turns into buying.

Try it. Use book display stands to leverage exposure for your book(s) at retail stores and at festivals, exhibits, and book signings. Increase impulse purchases and watch your sales increase.

Sue Freeman is the publisher of Footprint Press Recreation Guidebooks (www.footprintpress.com) and the owner of DisplayStands4You.com. To see the book display stands it sells, visit www.displaystands4you.com.

Hire a Design Intern

Karl W. Palachuk, Great Little Book Publishing Co., Inc.

Here’s a recommendation from our recent positive experience: Hire a Design Intern.

Great Little Book Publishing Co., Inc., has several "brands" including SMB Books, Relax Focus Succeed, and Promotion Monkey. We found ourselves back-loged with work to do in advertising, CD artwork design, marketing materials, book covers, banners, flyers, web site design, and more. As we are growing, our need for good design work is growing as well.

Being frugal, we looked around for a way to find good talent at a reasonable price. Boy did we hit the jackpot!
We contacted the International Academy of Design and Technology about hiring an intern. (See www.iadtsacramento.com.) They sent over some resumes and we interviewed three candidates. We finally hired a student intern named Connie at $10/hour.

Her first assignment was to design a book cover for our new book, *Quote Me On This*. I tried to explain the book to her, but she insisted on seeing the proofs so she could get a feel for herself. Her design was brilliant (see graphic in article on the book in this issue of the newsletter).

It is clean and very sharp looking. One instantly understands the concept of a light bulb coming on as the texture of puzzle pieces comes together.

Connie's other current projects include artwork for a tradeshow booth, web advertisements, CD cover designs, illustrations for a technical book, and postcard designs for a direct mail campaign.

The hourly rate is great. When school is over, I'm confident we'll offer Connie a better salary. But if we can't pay what she needs, I'll be very pleased to go back to the Academy of Design for a new Intern.

Please note that there is an additional cost to be aware of: We bought a new PC specifically for our design intern. It has lots of memory, two monitors, and a good graphics card. With Microsoft Office and the Adobe graphics suite, we spent about $2,500 total for the machine and accessories. So far, we are very pleased with our investment.

If you need a design refresh for any of your activities, consider an intern from the International Academy of Design and Technology.

**Focus on Writers Contest**

*Pat Canterbury*

Submit unpublished manuscripts to the 21st “Focus on Writers Contest” between May 1 and August 1, 2009. Do not show the author's name on manuscript. Instead, attach a 3” x 5” card with each entry, showing author’s name, address, email address, title of entry, and category of entry. **Print or type this card.**

Enclose a check in amount of $10.00 for the first entry plus $5.00 for each additional entry being submitted in the same envelope. (Five entries in one envelope, for example, would require check for $30.00.) Make checks payable to Friends of the Sacramento Public Library or FSPL and mail to Focus on Writers Contest 2009, Friends of the Sacramento Public Library, 828 I Street, Third Floor, Sacramento, CA 95814.

Categories:

- Short stories, maximum of two, 500-word limit
- First chapter of novel, 3,000-word limit
• Poems two maximum, single-spaced
• Nonfiction article or first chapter of nonfiction book 2,500-word limit
• Book or article for children, fiction or nonfiction, 1,000-word limit
• First chapter of book for young adults, fiction or nonfiction, 3,000-word limit.

Awards will be given in each category: First Place $250; Second Place $100, Third Place, $75.00. Winners will be notified by September 15, 2009.

Awards will be presented at the One Book Sacramento Connecting Our Community event at 6 PM on Thursday, September 24, 2009.

California Writers Club Extends Appreciation to NCPA

Margie Yee Webb

On behalf of the California Writers Club (CWC), Sacramento Branch, I extend our appreciation to Northern California Publishers & Authors. The NCPA Conference 2009 was outstanding and we were proud to be a sponsor. Thanks to everyone involved, especially Conference Director Barry Schoenborn.

CWC, founded in 1909 from a group formed by writers including Jack London, is an educational nonprofit 501(c)(3) corporation dedicated to “educating writers of all levels of expertise in the craft of writing and in the marketing of their work.”

The Sacramento Branch is one of 17 branches of CWC, which has over 1100 members.

NCPA’s purpose, which is to “foster, encourage, and educate authors, small press publishers, and those interested in becoming authors and publishers,” complements CWC’s mission, and we are fortunate to connect with NCPA. Many of our members belong to NCPA also and recognize the benefits of belonging to both groups and making connections.

Kiyo Sato’s success story is a testament to connections made from CWC and NCPA. Kiyo’s memoir, just published by Soho Press as Kiyo’s Story: A Japanese-American Family’s Quest For The American Dream, was originally published as Dandelion Through the Crack: The Sato Family Quest for the American Dream, by Willow Valley Press in 2007.

Kiyo’s Story almost didn’t happen, because Dandelion Through the Crack almost didn’t happen. Flash back to 2005 – Kiyo had finished writing her memoir and was looking for a publisher. She was turned down by several publishers.

Then came a series of fortunate events. Kiyo attended a meeting of the CWC, Sacramento Branch, “Nonfiction Network” group. It was there that she met Ken Umbach, whom she calls her mentor and “guardian consultant.” “Ken read my manuscript and took me under his wing,” Kiyo recalls. "He proceeded on a relentless and tireless one-man crusade to see my story published.” Ken, a member of CWC and of NCPA, introduced Kiyo to
NCPA member Barry Schoenborn of Willow Valley Press. Barry realized the significance of Kiyo’s memoir and agreed to publish it, and the rest is history.

The value of the CWC and NCPA connection was further confirmed when conference Keynote Speaker John Kremer, author of 1001 Ways to Market Your Books, spoke. His advice included “work together to promote each other” along with emphasis on “making connections,” “creating relationships,” and “making friends.”

Our sponsorship was a great opportunity to publicize the CWC. As a result, several attendees indicated interest in joining. We look forward to sponsoring the NCPA Conference next year and to more success stories.

*Margie Yee Webb. President, CWC, Sacramento Branch (and NCPA Member)*

**Ken Umbach Publishes Essay Collection**

*Special to The Pen & Press*

NCPA member Ken Umbach has informally published a collection of his humorous essays and commentaries titled *And a Cat Named Boo: Life in Ken’s Corner*. Most of the pieces were previously published, in somewhat different form, in Sacramento’s *Senior Spectrum* weekly newspaper (www.senior-spectrum.com).

This little book, weighing in at 128 pages and set in a 14 point type for ease of reading (larger than standard but smaller than “large print”), includes 26 articles and columns from *Spectrum* on life in the neighborhood, plus some bonus features. The latter include Ken’s classic satire about hard times in California’s mythical “Velcro fields.” That piece is literally world famous, with thousands of citations on the Web. It was included in a college textbook published by Pearson Longman and in a Canadian provincial guide for teachers. It has also been posted, with the author’s permission, on school district and school library servers.

The book’s title alludes to the author’s cat Boo, who is his writing companion and lap anchor. The book’s self-description summarizes the content:
This informal essay collection focuses on life in the neighborhood, thoughts on squirrels and broken garage doors, and random observations ranging from “Bad Banks” to Thanksgiving turkeys, unending road construction, and the looming threat of zombies. Ken Umbach has been accused of never having an unexpressed thought. The proof is in this book.

The book is list-priced at $12.99 U.S. The direct link is www.lulu.com/content/6779019, or see http://stores.lulu.com/kenumbach. And a Cat Named Boo is also available as a digital download via Lulu.com for $7.99.

As this issue of The Pen & Press is being completed, And a Cat Named Boo does not have an ISBN or general trade availability. That is on tap for later this year.

Suzy Hopkins’ New Book Released

Suzy Hopkins' book has just been published by her company, Horse Sense Horizons. It is a middle-grade (ages 9-11) fiction book about a 12 year-old California girl who uses her Indian friend's horse to help her handicapped foster sister walk again. It sells for $9.95 plus tax except to school libraries which get a $5 discount on one copy. They can only be bought at 916-334-3269 or Horssns8543@comcast.net.

Suzy is an NCPA member and new NCPA secretary.
Other News, Announcements, and Comments

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

✓ Carolyn Singer (Garden Wisdom Press) is now distributing her two volumes of "Deer in My Garden" (both are NCPA award winners) through Greenleaf Book Group. Her new website for garden information is http://www.carolynsingergardens.com.

Carolyn will be joining Sacramento KFBK's Farmer Fred on his show Sunday, May 24th, from 9 to 10 am to talk about her books and gardening. At 1:00 pm on May 11, she will be signing books and speaking at the Paradise Garden Club in Paradise, California.

On a related note, Deer in My Garden, Vol. 2 by Carolyn Singer has been named as one of three finalists in the 2009 Benjamin Franklin Awards competition, in the category of Gardening/Agriculture.

✓ The editor looks forward to reports from board members in the next issue of The Pen & Press, outlining status of their areas of responsibility, plans for the current NCPA year, and opportunities for members to participate on committees and assist with special tasks as they come on to the horizon.

✓ Your notice or announcement could go here!

Have I got news for YOU!
A Note from the Editor

Send your articles and announcements to ken@umbachconsulting.com.

Use **NCPA NEWSLETTER** (exactly and only that) as the email subject heading. That helps me to find newsletter submissions in the avalanche of incoming email.

Please provide submissions in Microsoft Word (or compatible) format or in plain text. If you would like to discuss an article idea or have any other questions or comments about the newsletter, feel free to email or phone.

What fits best into *The Pen & Press* is news of members’ books, activities, marketing, speaking engagements, and accomplishments. Also of value: members’ insights into the challenges and opportunities of writing publishing and information on regional resources for authors and publishers. Cover illustrations and other photos are welcome in jpeg or other standard format. Please keep file sizes reasonable. When in doubt, call or email me in advance.

The deadline for submissions for the next issue (July – August 2009) is close of business Wednesday, June 24, 2009.

— Ken Umbach, editor

---

*The Pen & Press* is published by Northern California Publishers & Authors, a coalition of authors, small presses, and independent publishers. All newsletter content, unless otherwise attributed, is copyrighted by NCPA. Material from the newsletter may not be reproduced in any way without written consent of the copyright holder. The editor reserves the right to accept or reject submissions and to edit submissions for length, clarity, or style.

Readers are of course free to print copies for noncommercial personal use, and NCPA members are welcome to print copies of the newsletter to share with friends, colleagues, and prospective members.

Northern California Publishers & Authors
3104 O Street, #270
Sacramento, California 95816
916-733-1655
www.norcalpa.org
### Board of Directors of NCPA

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>President</strong></td>
<td>Barry Schoenborn</td>
<td><a href="mailto:barry@wvswrite.com">barry@wvswrite.com</a></td>
<td>530-265-4705</td>
</tr>
<tr>
<td><strong>Vice-President</strong></td>
<td>Elva Anson</td>
<td><a href="mailto:elvawriter@emidrapublishing.com">elvawriter@emidrapublishing.com</a></td>
<td>916-961-7182</td>
</tr>
<tr>
<td><strong>Secretary</strong></td>
<td>Suzy Hopkins</td>
<td><a href="mailto:horssns8543@comcast.net">horssns8543@comcast.net</a></td>
<td>916-334-3269</td>
</tr>
<tr>
<td><strong>Treasurer</strong></td>
<td>Anna Hourihan</td>
<td><a href="mailto:info@vedanticshorespress.com">info@vedanticshorespress.com</a></td>
<td>530-549-4757</td>
</tr>
<tr>
<td><strong>Speakers Bureau</strong></td>
<td>Bob Bishop</td>
<td><a href="mailto:bcp@pulsarco.com">bcp@pulsarco.com</a></td>
<td>530-865-7114</td>
</tr>
<tr>
<td><strong>Publicity</strong></td>
<td>Norma Thornton</td>
<td><a href="mailto:normathornton@yahoo.com">normathornton@yahoo.com</a></td>
<td>916-991-5751</td>
</tr>
<tr>
<td><strong>Annual Conference</strong></td>
<td>Vacant</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>Vacant</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Membership</strong></td>
<td>Stephanie Reali</td>
<td><a href="mailto:sreali@gmail.com">sreali@gmail.com</a></td>
<td>916-397-2647</td>
</tr>
<tr>
<td><strong>Awards</strong></td>
<td>Bradley Simkins</td>
<td><a href="mailto:bookloversbooks@sbcglobal.net">bookloversbooks@sbcglobal.net</a></td>
<td>916-332-3133</td>
</tr>
<tr>
<td><strong>Past President</strong></td>
<td>Michele Avanti</td>
<td><a href="mailto:astrologyandmore@gmail.com">astrologyandmore@gmail.com</a></td>
<td>541-863-6631</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(best to call on Mondays or Thursdays)</td>
<td></td>
</tr>
<tr>
<td><strong>Newsletter</strong></td>
<td>Ken Umbach</td>
<td><a href="mailto:ken@umbachconsulting.com">ken@umbachconsulting.com</a></td>
<td>916-722-6897</td>
</tr>
</tbody>
</table>

Meetings are held on the second Saturday of each month, 10 am to noon, at Merrill Gardens Retirement Community, 7418 Stock Ranch Road (just west of Sylvan Road about a quarter mile north of Greenback Lane), Citrus Heights.

Visitors are welcome.
NCPA member Suzy Hopkins recently brought to my attention a remarkable lapse by a major commercial publisher. In a nutshell, the book was a novel about a young African-American woman with ‘nappy’ hair.” The publisher chose as cover illustration “a white girl with long, straight tresses.”

This sort of lapse, a disconnection between cover art and content, is not unheard of. A few years ago, novelist Persia Wooley told an NCPA conference that she had faced the same sort of problem when the publisher put a mismatched cover on her historical novel. Reputedly, those who design cover art for commercial publishers have not necessarily read the book itself, and that can lead to errors in judgment.

This is one point on which, despite the hurdles that independent and self-publishers must overcome, the latter have an advantage: unimpeded communication about book design. If the author is also in charge of cover art, then it is a good bet that the text and cover will be coordinated.

In the case reported by PW, vocal complaints and implications of racism (image chosen with an eye to market) led to replacement of the cover image with one suited to the book. See http://justinelarbalestier.com/blog/2009/08/06/the-new-cover/ for more on the controversy.

For those who write, design, and publish their own books, as many of our members do, the author has the opportunity to assure that the entire message of the book is consistent, literally from cover to cover.

Closer to home, at the July NCPA member meeting at Merrill Gardens, members and guests were treated to an energetic and illuminating presentation by NCPA member John Takacs about the promotion and marketing of his novel The Take-Us. (Not coincidentally, Takacs is pronounced “Take-Us.”) A key lesson from John’s presentation is the importance of thinking about the long-run implications and potential for an author when a book is one in a planned series. Early investment (time, money, effort) can pay off over time. That is John’s plan, and he looks to be off to a fine start. And yes, he chose the book’s striking cover design.

— Ken Umbach, editor
Mark McLaughlin’s New Book on Tahoe Winter Sports

Special to The Pen & Press

Award-winning, nationally-published Tahoe historian and author Mark McLaughlin’s newest book, “Longboards to Olympics: A Century of Tahoe Winter Sports” will be released in November 2009. “Longboards to Olympics” will arrive just in time for this winter’s Olympic Heritage Celebration at North Lake Tahoe, which will honor the 50th anniversary of the 1960 Winter Olympics at Squaw Valley, California.

This well-illustrated book will cover the excitement of Snowshoe Thompson, who first introduced alpine skiing to Gold Rush California, and the world’s first ski races held in Plumas County. When Truckee’s economy began to falter after the collapse of the Comstock Bonanza in the late 1880s, the community inaugurated a winter carnival to develop year-round tourism. Lake Tahoe bid for the 1932 Winter Games, but lost out to Lake Placid, New York. Instead of hosting the Olympics, a national ski jumping championship was held just outside Tahoe City at Olympic Hill where the best jumpers in the world got their first taste of Lake Tahoe snow and scenery.

In spite of history’s worst economic depression, the 1930s was a decade of vigorous promotion of California winter sports with ski clubs throughout the Sierra and jumping exhibitions at the University of California, Berkeley, campus and on San Francisco’s newly built Treasure Island.
In 1939, the upstart University of Nevada ski team, coached by ski resort pioneer Wayne Poulsen, won the Pacific Coast collegiate championship and served notice that there was a new power in the West. In February 1959, skeptical European countries sent their Olympic teams to Squaw Valley for a dress rehearsal, to test the newly constructed facilities and confirm that it really did snow in California. This informative new book concludes with the 1960 Winter Olympic Games at Squaw Valley USA, the seminal event which launched Lake Tahoe into the international spotlight for world-class winter sports.

Contact Information: Mark McLaughlin, P.O. Box 483, Carnelian Bay, CA 96140; 530-546-5612; www.thestormking.com; mark@thestormking.com

Conference Silent Auction Follow-Up Report

By Elva Anson

[Note: Elva bid on, and won, two special items at the 2009 NCPA Conference’s “silent auction.”]

Our family enjoyed a beautiful peaceful Mother’s Day in the country under magnificent giant oak trees thanks to Ann at the Grand Oaks Inn B&B. NCPA benefitted as well. A win-win! The Grand Oaks Inn is east of Clements off of Highway 88, a little difficult to find, but worth the effort.

We also bought the dinner and overnight stay at Red Lion Hotel, a perfect anniversary gift for our daughter and son-in-law. We get to do the babysitting while they are away. Thanks to Ann and to the Red Lion Hotel for their generous gifts to NCPA.
September Meeting to Feature T. E. (Tom) Watson

Our September speaker will be award-winning children’s author T. E. (Tom) Watson, discussing “Marketing Yourself and Your Book to Schools.” This is always a hot topic, and Tom knows the field. Plan on attending, as Tom is an engaging and informative speaker. He is knowledgeable and experienced in writing and publishing and has many books to his credit. See www.tewatsononline.com/ for more about Tom.

As usual, the meeting is at Merrill Gardens Retirement Community, Stock Ranch Road (just west of Sylvan Road, a quarter mile north of Greenback Lane), Citrus Heights.

As of deadline for this newsletter, news of the October speaker was unavailable.

About the NCPA Discussion Group and Email System

By Barry Schoenborn, President of NCPA

Our NCPA discussion group on Yahoo now has 64 members. That leaves about 30 members who will want to sign up. If you're not yet a participant, just write Ken Umbach (ken@UmbachConsulting.com) or Barry Schoenborn (barry@wvswrite.com) to get signed up.

The old “ncpa-network@norcalpa.org” discussion group has been closed down for a couple of months now. All members have been deleted from that email list.

The NCPA discussion group on Yahoo has files like bylaws, newsletters, membership forms, and our roster. You can post your own files, too.

There are also sections for links and photos. Please add your favorites!

NCPA Website Member Area

Please remember that the “members only” area on the NCPA website is closed down. We weren’t using it. We’ll be removing the code that lets people sign up.

Help with Yahoo Email

Ken Umbach spent some time with the help system at Yahoo. Here are some Yahoo help topics (under “Managing Your Email Addresses”) you may find useful:

- What is an alternate email address?
- Why should I add an email address to my account?
- How do I add an email address to my Yahoo! account?
- What does “Set as Primary” mean?
- What is an “Unverified” email address?
- How do I verify my alternate email address?
- Why do I have to verify my alternate email address?
- Why hasn’t the email to verify my alternate email address arrived?
• Why did I receive a verification email?
• Should I enter more than one email address to my Yahoo! account?
• Can I add a Hotmail or Gmail email address to my account?
• Why can’t I delete all of my email addresses?
• Why am I receiving an error when I send mail from Outlook, Thunderbird, Mac Mail, etc.?


Click on “Managing Your Email Addresses” for a list of topics.

Professionalism in Email

Whether you’re sending an email to the NCPA Yahoo group or to an important agent or publisher, you’ll always want to put your best “electronic” foot forward. This will make you look more professional.

Try these simple tips (these are all in the form of what NOT to do:

1. On the Yahoo group, don’t reply to the sender AND the group. If you use “Reply All,” delete the sender. The sender will see your message when it is sent out by the Yahoo group. If you don’t eliminate the sender, he or she will receive your message twice.

2. Don’t respond after the question is answered. Sometimes we see four or five answers when the first answer was enough.

3. Don’t ask questions of the group if the answer is to be found from one member. For questions about printers or distribution, ask the whole group. For contact information about a single member, check the roster or write the Membership Chair (Stephanie Reali).

4. Don’t hold back your opinions. This is a free-form discussion list. It’s “just us,” folks. If you can’t be candid here, where can you be? (Some people won’t consider this to be “professional,” but they are mistaken. A true pro is forthright when appropriate.) Yes, you are allowed to say “these people are crooks.” Your attorney might ask you to add “in my opinion.” [Editor’s note: your editor would also advise caution in such statements. Praise publicly, but criticize privately or at least with care if in public.]

5. Use a SIG.TXT file. This is the little file attached to the bottom of each message that has your contact information and credits. It’s a perfect place to put your address, phone numbers, and websites.

6. If you can, avoid “free” email. At least, try to do so when you are writing agents and publishers. This includes Hotmail, MSN, Yahoo, and Gmail. These addresses tell the world that you can’t afford to use a real Internet Service Provider (ISP). And it’s silly, because you obviously have your “connect” with Comcast, Surewest, ATT, SBC, etc. And most ISPs allow for multiple email accounts. ESPECIALLY, avoid using “free” email programs that put their advertising at the bottom of your messages.
7. Use good message titles. Some of us use a week-old message as a fast way to respond to the NCPA group. At least change the title to match what you are trying to say.

8. Be brief. Be effective. Even though NCPA members are your friends, they usually won’t tell you when your email communications are terrible. Too bad, because at the least they should write you “off list” to let you know what you’ve done. Friends don’t let friends email stupid messages.

Just keep these few tips in mind and your email messages will soar in quality and effectiveness.

**Some New NCPA Members**

NCPA Membership Chair Stephanie Reali provided this update:

I’d like to introduce four new NCPA members for 2009:

Jo Anna Philips of The Philips Group, Inc., is an author as well as a columnist and feature writer for the *Reno Gazette-Journal* and a TV host and producer for “Health and Healing” and “Out and About.” Her specified writing classifications are business, creative non-fiction, and self-help. She can be reached at japhilips@comcast.net or (775) 772-6214. She is interested in speaking to outside groups on the following topics: communication, dating, stress reduction, relationships, experiences as a columnist, publicity, and marketing.

Caryne Anglin is an author and a past NCPA member. Her specified writing classification is biography. She can be reached at cajcat@winfirst.com or (916) 359-6006. Her web site is www.jessecaryne.com.

Rosa Umbach is an unpublished author whose writing classifications include biography, children’s (illustrated), young adult (fiction), and technical. She can be reached at (916) 722-6897 or rlumbach@accessbee.com.

Karin Carter is an editor whose recent publications include *Microsoft in the Mirror: 19 Insiders Reflect on the Experience*. Although she did not specify any writing classifications, she is interested in speaking to the group (later in the year, possibly) about how to write a great web site. She can be reached at (425) 466-1535 or kc@kcwriting.com. Her web site is www.kcwriting.com.

*Stephanie Reali, Sea Star Writing Services, sreali@gmail.com.*

**Treasurer’s Report**

Watch the Files section of the NCPA Yahoo group site for updated NCPA financial information. [Note: your editor believes that NCPA’s financial status remains sound, thanks to frugal operations.]
Technical Tip – Storing and Moving Files

By Barry Schoenborn

Common concern #1: Let’s say you want to share your work with collaborators, but there are many files and they are often too large for convenient emailing. Further, the revisions may get lost or distributed unevenly to the various contributors. And it’s easy to lose track of the various versions.

Common concern #2: Let’s say you’re traveling and you want to work on your manuscript during the trip. You can transfer it to your laptop; that’s easy. But what about all those research files? You’re not even sure which ones you’ll need.

Common concern #3: You want to read several ebooks on your laptop, but you like to leap from title to title. It’s too big a problem to load all your books onto the laptop for just a weekend getaway.

What to do? What to do? Try Box.net (http://www.box.net). With Box.net, you can upload up to a gigabyte (1 GB) of files to “someplace” in the ether. And it’s a secure place. You can store your files in up to five collaboration folders. And that’s it. When you need a file, you or your collaborators just sign on and download. Maybe when a revised draft is done, you’ll upload it so it will be near the previous version.

After using Box.net, it’s unlikely you’ll spend a lot of time loading files onto and off of your laptop. Just keep them “out there” and you’ll always be able to get them.

For those members who are reluctant to spend anything on their authoring and publishing careers (yes, we have a few), there will be dancing in the streets. Signup is free. As I mentioned, you get 1 GB of space and five folders. Yes, free, as in nada, nothing, goose egg, cipher, or (to stretch the point) bupkis.

Frances Kakugawa Has Busy Speaking Schedule

Special to The Pen & Press

Frances Kakugawa won’t be attending our October and November NCPA meetings. She’ll be on a lecture tour in Hawaii and Sacramento with her book Mosaic Moon, Caregiving Through Poetry and her two Wordsworth the Poet children’s books.

October 9, 2009

• Keynote address, Hawaii County, Office of Aging Conference
• Afternoon: poetry writing workshop

October 21, 2009

• Lecture/Workshop
• Alzheimer’s Association, Honolulu

October 24, 2009

• Readings/Talk Story
• Kauai Children’s Book Festival
• Kauai Alzheimer’s Association Lecture/Workshop

November 14, 2009

• Lecture/Workshop, Alzheimer’s Association: Sacramento. Proceeds from book sales will be donated to the Association.

December 3, 2009

• Lecture/Workshop, Asian Community Center, Sacramento. Sponsored by Alzheimer’s Association/ Del Oro Center

Open to the public! Come hear Frances speak of breaking the silence in caregiving through writing. Come reclaim your voice. Her stories and poetry tell how she transformed from a scared child into a competent and compassionate caregiver through writing. Discover that you are not alone. Her lessons offer life-changing attitudes in caregiving.

Frances enjoys working with people who claim their writings are limited to grocery lists.

Contact Frances H. Kakugawa at fhk@francesk.org for more details, or check her website at www.francesk.org

Connections

By Margie Yee Webb

Membership has its benefits, and I am proud to belong to both Northern California Publishers & Authors and California Writers Club, Sacramento Branch. Members are gracious and generous in sharing information, and the connections are priceless.

Ken Umbach was the second CWC Sacramento member I met when I attended my first CWC meeting in October 2006, and he was the first NCPA member I met there. Each month at the third Saturday CWC meetings and the first Friday CWC Nonfiction Network meetings, Ken would make announcements of NCPA meetings. I joined NCPA in October 2008 after attending several meetings. Ken continues to promote NCPA and CWC, and has many allies in CWC/NCPA members.

CWC/NCPA member Susan M. Osborn (The System Made Me Do It!: A Life Changing Approach To Office Politics) is the Coordinator for the CWC Open Mic [i.e., microphone] at Barnes & Noble, at Birdcage in Citrus Heights, on the second Friday of each
month. She invites CWC and NCPA members to attend. Readers enjoy “15 minutes of fame,” listeners are entertained, and we are receiving enthusiastic support and positive comments. Barnes & Noble is happy to host our group and has received wonderful feedback from interested customers.

CWC/NCPA member Norma Jean Thornton is the Critique Group Moderator of Writers 101, a critique group that meets at Barnes & Noble, Arden Fair Mall, on the first and third Tuesdays of the month. She said the group is open to any genre for general critiquing, with each person bringing their own genre and critique expertise. She encourages writers to also find a genre-specific group and to attend meetings of CWC and NCPA.

I coordinated the participation of CWC Sacramento and San Francisco/Peninsula Branches at the 5th Annual Asian Heritage Street Celebration in San Francisco in May 2009. Participating in the event were CWC/NCPA members Frances Kakugawa (Mosaic Moon: Caregiving Through Poetry; Teacher, You Look Like a Horse: Lessons from the Classroom; Wordsworth the Poet; and Wordsworth Dances the Waltz) and Kiyo Sato (Kiyo’s Story: A Japanese-American Family’s Quest for the American Dream). As a result, we made connections with CWC SF/Peninsula members Dale King and Teresa LeYung Ryan (Love Made of Heart).

Dale is the Conference Director for the 18th Jack London Writers Conference, “Call of the Wild Mind!” in Foster City on October 10-11, 2009. With the schedule of workshops along with Friday and Saturday night networking socials, the conference is like a writers retreat and features keynote speakers Dan Millman (Way of the Peaceful Warrior), Sister Helen Prejean (Dead Man Walking), and Fred Alan Wolf, PhD–aka Dr. Quantum (Taking the Quantum Leap). For details, visit www.jacklondonwritersconference.org.

Recently, I spoke to Teresa, who is also a member of the San Francisco Chapter of the Women’s National Book Association, a national organization of women and men who work with and value books. She told me about Hedgebrook, a writing retreat for women. With approximately 40 women writers chosen each year, Teresa wanted women to know about it “even though they might not ‘do it’ this year.”

Hedgebrook is a rural retreat on Whidbey Island near Seattle, Washington, where women writers come from all over the world to write, rejuvenate and be in community with each other. With residencies of two weeks to two months, at no cost to the writer, the women who go to Hedgebrook are writing in all genres, and are of all ages, ethnicities, backgrounds and levels of writing experience. Application packages must be postmarked by September 24, 2009. For details, visit www.hedgebrook.org.

Connections . . . you never know what you may learn or where they may lead you!

Margie Yee Webb, President, CWC, Sacramento Branch, and NCPA Member
California Writers Club, Sacramento Branch Meetings

By Margie Yee Webb

[Editor’s note: As many readers know, the California Writers Club’s Sacramento Branch has both overlapping membership and overlapping interests with NCPA. While NCPA emphasizes independent publishing and self-publishing, CWC emphasizes writing, but those are complementary interests. CWC-Sacramento was a sponsor of the 2009 NCPA annual conference, and continues to share interests with NCPA. CWC-Sacramento president Margie Yee Webb is a member of NCPA, and has provided the following CWC meeting notices. I attend CWC meetings and encourage other NCPA members to consider attending to take advantage of a fine speaker line up and good discussions of writing and publishing.]

The Sacramento Branch, one of 18 branches located throughout California, has monthly luncheon meetings at 11:00 a.m. on the 3rd Saturday of the month at Luau Garden Chinese Buffet, 1890 Arden Way, Sacramento 95815. The meeting fee is $12.00 for members and $14.00 for non-members, and includes a lunch buffet. (Note: the meeting fee is the same whether or not one partakes of the buffet.)

**September 19:** Sue Falgalde Lick will speak on, “Turn One Idea into Dozens of Articles.” Her website is www.suelick.com.

**October 17:** Dahlynn & Ken McKowen’s topic will be “Writing the Perfect Book Proposal” and the state of the publishing industry. Their website is www.fishsoul.com.

**November 21:** Janis Bell will talk about “Clean, Well-lighted Sentences,” which is also the title of her published book about grammar. Her website is www.janisbell.com.

The CWC Nonfiction Network meetings are on the first Friday of each month at 9:00 a.m. at The International House of Pancakes, 2216 Sunrise Blvd., Rancho Cordova, 95670. For more information, visit www.sacramento-writers.org.

A Quick Look at Copyright and “Fair Use”

By Ken Umbach

Copyright and “fair use” can be complicated and confusing topics, but they are vital to writers and publishers. Here is a short overview with links to more information.

Copyright in Brief

The moment a written work (such as this article) takes tangible form, it is protected by copyright under U.S. law. Tangible form includes on paper, in a computer file, or recorded on tape or other medium. No copyright notice is required. No registration of the work is required. It is protected by copyright as soon as it takes tangible form. Tangible form
does not include ideas in your head. For that matter, copyright does not protect ideas, but rather only the expression of ideas.

Exceptions include works created by the U.S. federal government, such as agency reports or newsletters. Those are in the public domain from the moment of creation. But be careful, as the federal government occasionally publishes documents that are in whole or in part under copyright and used by permission or used by the federal government under an exception to the law. A work that is quoted in a federal government document does NOT automatically enter the public domain – lose copyright protection – by that act.

Note that the federal government exception does NOT apply to works created by or for state or local governments. Those are protected by copyright, with or without a copyright notice.

For an introduction to copyright basics, see “Copyright Basics,” published by the U.S. Copyright Office: http://www.copyright.gov/circs/circ1.pdf. Also see the Copyright FAQs (frequently asked questions): http://www.copyright.gov/help/faq/.

Here is an excerpt from the FAQs:

When is my work protected?

Your work is under copyright protection the moment it is created and fixed in a tangible form that it is perceptible either directly or with the aid of a machine or device.

Do I have to register with your office to be protected?

No. In general, registration is voluntary. Copyright exists from the moment the work is created. You will have to register, however, if you wish to bring a lawsuit for infringement of a U.S. work. See Circular 1, Copyright Basics, section “Copyright Registration.”

Typically, copyrights last for the life of the author plus 70 years, but there are important variations. See the FAQs.

Unlike trademarks, copyrights are not lost by lack of enforcement. The rules for trademarks and service marks are quite different from those for copyrights, although the topic can become complicated when a literary creation also becomes the subject of trademark(s). See www.uspto.gov (U.S. Patent and Trademark Office) for more information.

The bottom line is that you CANNOT legitimately copy articles, blog posts, or other text you find on the Web, or elsewhere, without permission. Never assume that they are not protected by copyright. To the contrary, assume that they ARE protected by copyright. Although copyrights have to be registered with the Copyright Office in order to enable a lawsuit for infringement, and have to be registered in a timely manner to assure maximum rights, registration is not a condition of copyright. See the Copyright Basics and FAQs.
Citing your source (website, magazine, newsletter) is NOT a defense against copyright infringement.

**Fair Use according to the Copyright Office**

This informative summary is from www.copyright.gov/fls/fl102.html

One of the rights accorded to the owner of copyright is the right to reproduce or to authorize others to reproduce the work in copies or phonorecords. This right is subject to certain limitations found in sections 107 through 118 of the copyright law (title 17, U. S. Code). One of the more important limitations is the doctrine of “fair use.” The doctrine of fair use has developed through a substantial number of court decisions over the years and has been codified in section 107 of the copyright law.

Section 107 contains a list of the various purposes for which the reproduction of a particular work may be considered fair, such as criticism, comment, news reporting, teaching, scholarship, and research. Section 107 also sets out four factors to be considered in determining whether or not a particular use is fair:

1. The purpose and character of the use, including whether such use is of commercial nature or is for nonprofit educational purposes
2. The nature of the copyrighted work
3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole
4. The effect of the use upon the potential market for, or value of, the copyrighted work

The distinction between fair use and infringement may be unclear and not easily defined. There is no specific number of words, lines, or notes that may safely be taken without permission.

Acknowledging the source of the copyrighted material does not substitute for obtaining permission.

The 1961 Report of the Register of Copyrights on the General Revision of the U.S. Copyright Law cites examples of activities that courts have regarded as fair use: “quotation of excerpts in a review or criticism for purposes of illustration or comment; quotation of short passages in a scholarly or technical work, for illustration or clarification of the author’s observations; use in a parody of some of the content of the work parodied; summary of an address or article, with brief quotations, in a news report; reproduction by a library of a portion of a work to replace part of a damaged copy; reproduction by a teacher or student of a small part of a work to illustrate a lesson; reproduction of a work in legislative or judicial proceedings or reports; incidental and fortuitous reproduction, in a newsreel or broadcast, of a work located in the scene of an event being reported.”
Copyright protects the particular way an author has expressed himself. It does not extend to any ideas, systems, or factual information conveyed in the work.

The safest course is always to get permission from the copyright owner before using copyrighted material. The Copyright Office cannot give this permission.

When it is impracticable to obtain permission, use of copyrighted material should be avoided unless the doctrine of fair use would clearly apply to the situation. The Copyright Office can neither determine if a certain use may be considered fair nor advise on possible copyright violations. If there is any doubt, it is advisable to consult an attorney.

FL-102, Revised May 2009


Other News, Announcements, and Comments

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

✓ Mark your calendar for Saturday, April 24, 2010, date of the annual NCPA publishing conference. Planning is underway and details will be announced as they become available. Tentatively, the annual NCPA Book Awards Dinner will be the preceding evening, Friday, April 23, 2010.

✓ Your notice or announcement could go here!

Have I got news for YOU!
A Note from the Editor

Send your articles and announcements to ken@umbachconsulting.com.

Use NCPA NEWSLETTER (exactly and only that) as the email subject heading. That helps me to find newsletter submissions in the avalanche of incoming email.

Please provide submissions in Microsoft Word (or compatible) format, or in plain text. If you would like to discuss an article idea or have any other questions or comments about the newsletter, feel free to email or phone.

What fits best into The Pen & Press is news of members’ books, activities, marketing, speaking engagements, and accomplishments. Also of value: members’ insights into the challenges and opportunities of writing and publishing and information on regional resources for authors and publishers. Cover illustrations and other photos are welcome in jpeg or other standard format. Please keep photo dimensions and file sizes reasonable. When in doubt, call or email me in advance.

The deadline for submissions for the next issue (November – December 2009) is close of business, Friday, October 23, 2009. Earlier submissions are better.

— Ken Umbach, editor

The Pen & Press is published by Northern California Publishers & Authors, a coalition of authors, small presses, and independent publishers. All newsletter content, unless otherwise attributed, is copyrighted by NCPA. Material from the newsletter may not be reproduced in any way without written consent of the copyright holder. The editor reserves the right to accept or reject submissions and to edit submissions for length, clarity, or style.

Readers are of course free to print copies for noncommercial personal use, and NCPA members are welcome to print copies of the newsletter to share with friends, colleagues, and prospective members.

Northern California Publishers & Authors
3104 O Street, #270
Sacramento, California 95816
916-733-1655
www.norcalpa.org
### Board of Directors of NCPA

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Barry Schoenborn</td>
<td><a href="mailto:barry@wvswrite.com">barry@wvswrite.com</a></td>
<td>530-265-4705</td>
</tr>
<tr>
<td>Vice-President</td>
<td>Elva Anson</td>
<td><a href="mailto:elvawriter@emidrapublishing.com">elvawriter@emidrapublishing.com</a></td>
<td>916-961-7182</td>
</tr>
<tr>
<td>Secretary</td>
<td>Suzy Hopkins</td>
<td><a href="mailto:horssns8543@comcast.net">horssns8543@comcast.net</a></td>
<td>916-334-3269</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Anna Hourihan</td>
<td><a href="mailto:info@vedanticshorespress.com">info@vedanticshorespress.com</a></td>
<td>530-549-4757</td>
</tr>
<tr>
<td>Vice-President</td>
<td>Elva Anson</td>
<td><a href="mailto:elvawriter@emidrapublishing.com">elvawriter@emidrapublishing.com</a></td>
<td>916-961-7182</td>
</tr>
<tr>
<td>Secretary</td>
<td>Suzy Hopkins</td>
<td><a href="mailto:horssns8543@comcast.net">horssns8543@comcast.net</a></td>
<td>916-334-3269</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Anna Hourihan</td>
<td><a href="mailto:info@vedanticshorespress.com">info@vedanticshorespress.com</a></td>
<td>530-549-4757</td>
</tr>
<tr>
<td>Speakers Bureau</td>
<td>Bob Bishop</td>
<td><a href="mailto:bcp@pulsarco.com">bcp@pulsarco.com</a></td>
<td>530-865-7114</td>
</tr>
<tr>
<td>Publicity</td>
<td>Norma Thornton</td>
<td><a href="mailto:normathornton@yahoo.com">normathornton@yahoo.com</a></td>
<td>916-991-5751</td>
</tr>
<tr>
<td>Annual Conference</td>
<td>Rosa Umbach (acting)</td>
<td><a href="mailto:rlumbach@accessbee.com">rlumbach@accessbee.com</a></td>
<td>916-722-6897</td>
</tr>
<tr>
<td>Website</td>
<td>Vacant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership</td>
<td>Stephanie Reali</td>
<td><a href="mailto:sreali@gmail.com">sreali@gmail.com</a></td>
<td>916-397-2647</td>
</tr>
<tr>
<td>Awards</td>
<td>Bradley Simkins</td>
<td><a href="mailto:bookloversbooks@sbcglobal.net">bookloversbooks@sbcglobal.net</a></td>
<td>916-332-3133</td>
</tr>
<tr>
<td>Past President</td>
<td>Michele Avanti</td>
<td><a href="mailto:astrologyandmore@gmail.com">astrologyandmore@gmail.com</a></td>
<td>541-863-6631</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Ken Umbach</td>
<td><a href="mailto:ken@umbachconsulting.com">ken@umbachconsulting.com</a></td>
<td>916-722-6897</td>
</tr>
</tbody>
</table>

Meetings are held on the second Saturday of each month, 10 am to noon, at Merrill Gardens Retirement Community, 7418 Stock Ranch Road (just west of Sylvan Road about a quarter mile north of Greenback Lane), Citrus Heights.

Visitors are welcome.
NCPA membership renewals are due again. Memberships are on an annual basis, expiring December 31.

If your membership is due for renewal (that is, not already paid through next year or beyond), then you will be receiving a renewal notice in the mail. Please respond promptly. As NCPA has not had a dues increase in many years, one may be necessary before long (that is a matter for the NCPA board to consider), so be sure to renew in a timely way to take advantage of the current renewal rate ($40 for one year, $99 for three years, or $60 for non-writer/non-publisher members (Associate/Corporate) for one year.

Checks should be made payable to NCPA, and sent to:

NCPA Membership Chair Stephanie Reali
C/O Northern California Publishers & Authors
3104 O Street, #270
Sacramento, California 95816

That is also the address to use for new memberships. As of deadline for this issue of the newsletter, the membership form posted at www.norcalpa.org has outdated information on that point.

Which reminds me: NCPA needs a take-charge webmaster. That office is vacant, and the lack is showing.

For that matter, we are approaching another NCPA election season, and will need new or continuing volunteers for ALL board positions. See the board list on the last page of this newsletter.

_NCPA is a volunteer organization. It depends on self-motivated individuals to take on those responsibilities._

These are challenging times for publishers and authors, especially in the independent publishing arena. The networking and information resources of NCPA are a bargain as a means of improving your chances for success. Please renew promptly, encourage new members to join, and contribute through a board role or committee membership.

— Ken Umbach, editor
Leveraging “Social Media” is November Meeting Topic

November’s meeting topic, presented by Stephanie Chandler, is “Social Media for Authors: How to Leverage Facebook, LinkedIn, and Twitter for Maximum Visibility and Book Sales.”

The use of social media is one of the most powerful ways to generate exposure on the internet. From building your brand as an author to attracting new readers, the opportunities are abundant. Stephanie Chandler will share insider secrets for developing your social media plan, managing your time, growing your network, getting known online, and selling more books—all in less than an hour per day!

Stephanie Chandler is an author of several books including The Author’s Guide to Building an Online Platform: Leveraging the Internet to Sell More Books (Quill Driver), From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products (John Wiley & Sons) and LEAP! 101 Ways to Grow Your Business (Career Press).

Stephanie is also founder and CEO of AuthorityPublishing.com, which specializes in custom publishing and content marketing services. A frequent speaker at business events and on the radio, she has been featured in Entrepreneur Magazine, BusinessWeek, Inc.com and many other media outlets.

As usual, the meeting is at Merrill Gardens Retirement Community, Stock Ranch Road (just west of Sylvan Road, a quarter mile north of Greenback Lane), Citrus Heights.

December Meeting to Feature Networking and Member Book Display

Our December 12th meeting will feature the popular annual combination of member networking and book display. Bring copies of your books for other members and visitors to see.

NCPA encourages its publisher and author members to donate copies of their books to Merrill Gardens for its library, available to Merrill Gardens residents. You can leave books at the front desk, with a note that they are intended for the library.

The meeting will be at Merrill Gardens Retirement Community, Stock Ranch Road (just west of Sylvan Road, a quarter mile north of Greenback Lane), Citrus Heights.

Rise to the Top on Radio: Tips for Authors

By Kimberly Edwards, NCPA Member

Radio hosts crave guests, just as authors crave exposure. This symbiotic need works to the advantage of authors with a book to promote. Yet there’s a science to sounding articu-
late. Below is advice from two writers who attended the April, 2009, Northern California Publishers and Authors Conference.

“As an author, you’re now a celebrity, and people want to know about you,” says John Takacs, who was heard on some 50 radio shows across the country after his novel *The Take-Us* (www.thetakeus.com) came out late summer 2008. This realization made Takacs ratchet up his “package quotient.” A former paratrooper who survived a Vietnam helicopter crash, Takacs assembled the tools to handle the media. This included Performance Power’s Vickie Jenkins (www.media-trainer.com). With her help, he prepared to present himself and his novel’s themes, including America’s dependence on oil. “I had more experiences than you can imagine. Most were great. Still, before every interview, I always practice. I don’t write down answers because I want to be fresh and genuine. Never do I want to be boring.”

Michele Avanti, columnist and author of *GreeHee The Journey of Five: Tales of Tamoor Book One* (TalesofTamoor.com; Tweet@tamoor), which won Best Juvenile & Visionary Fiction awards, praises Francine Silverman, editor/publisher of *Book Promotion Newsletter* and author of *Book Marketing from A-Z*. Avanti says that before any interview, she sends the station a list of her areas of expertise. “When they decide on the topic that best fits their audience, I give them a list of suggested questions.” Avanti believes this act is appreciated, since most hosts don’t have time to study their guests’ work.

A veteran of 1,500 radio shows, Avanti says that an author new to radio should find someone with whom to role-play. “Radio requires that you be articulate. No ah’s or oh’s.” To rise to this level of proficiency, Avanti suggests joining a group such as Toastmasters or practicing with a fellow writer. Try different rhythms: short, long, slow, fast. Use short, vivid sentences.

Novelist Takacs suggests authors develop a short blurb to describe their book. “Be concise and pointed. Yet always make the hosts look smart. Compliment them. Say, wow, good question.” Even when faced with a tricky question, a political prompt or a comment he can’t address, Takacs responds, “Hey, that’s a great question.” Then he regains control by reframing the question to fit his topic.

Avanti stresses that if authors are asked questions outside their field, honesty is the best approach. “If you want to offer an opinion, state that it is just an opinion.” Air time requires study. Authors should listen to talk shows. As the speaker pauses between segments, a number of seconds go by. “Take a deep breath before continuing to speak.” But be aware of “dead air,” when too many seconds pass without sounds.

Takacs suggests that authors reference their book as often as possible. “In my book, the book *The Take-Us*, that’s Take-us, www.thetakeus.com, now, I’ve said it three times.”

Finally, Takacs says it’s important to invent a ritual that puts you in the right frame of mind before an interview. “I sit on the edge of my chair. I tell myself, here goes. Show time, I say to myself. Then, voila, you become you what need to be. You rise to the top.”
Old Writer’s Digest Provides Timely Self-Promotion Tips

By Susan Osborn, NCPA Member

Recently, Pete Hayes passed along back issues of Writer’s Digest. As I review them, I’m finding some oldies but goodies. Included in these gems is an article by Gregg Levoy, one of my favorite authors. (Gregg Levoy, “Seven Ways to Make Contacts,” Writer’s Digest, September 1993, pp. 35-39.)

Levoy says, “You don’t get attention if nobody knows you exist!” He spells out seven tips for self-promotion.

1. Tell everybody. Levoy points out self-promotion calls for courage. However, the process is less fearsome if you begin by talking with people close to you - telling them what you do and asking them what they do.

2. Keep a press box. Be ready to send out your resume, published clips, letters of recommendation, reviews, photos, dust jackets, business cards and brochures.

3. Sound the trumpets. Make sure your work is noticed. When anything of yours is printed, make copies and send them to people who might be interested.

4. Volunteer. Join professional organizations and serve on a committee, edit a newsletter or put together a conference.

5. Apprentice. Trade labor for learning in the writing industry.

6. Teach. Offer workshops and lectures to service clubs, trade associations, church and temple groups, journalism classes, senior centers, cruise lines and writers’ groups.

7. Get into the community. Put on a show. Gather friends and colleagues for an evening reading or benefit for a local charity, hosted by a local bookstore or coffeehouse. Tell the media about it.

In summary, Levoy says, “The contacts game is about how you relate to virtually everybody with whom you come into contact. Touch people by the sheer force of your own exuberance. This generates energy and tells them whatever assistance they offer will go toward a worthy cause and be appreciated.”

NCPA 2010 Conference Planning Underway

By Rosa Umbach, NCPA Conference Director

Over the summer we began the planning of the NCPA 2010 Conference. Our planning team has five energetic, insightful, and enthusiastic members who are planning a day of current topics, dynamic speakers, and valuable networking opportunities. We will provide an update on planning activities in the newsletter. For now, please mark your calendar to hold the date of Saturday, April 24, 2010, so you won’t miss this exciting conference.

The NCPA 2010 Conference Planning Team members are: Kim Edwards, Margie Yee Webb, Lynda Straus, Norma Jean Thornton, and Rosa Umbach.

NCPA Treasurer’s Report

NCPA treasurer Anna Hourihan reports that NCPA’s bank balance is a healthy $8,487.24. More information is available in the Files section of the NCPA Yahoo group, http://groups.yahoo.com/group/NCPA. You need your Yahoo ID and password to access the group’s message archive and other files.

BalonaBooks Holding Up in Challenging Market

Special to The Pen & Press

BalonaBooks’ new niche offerings are doing relatively well in a stressed marketplace, according to publisher Jonathan Pearce. Bandits! A Dangerous Adventure on Gold Rush Trails and Emma Snow: At the Edge of the World are by Joaquin Peralta. The books, both historical fiction, went on the market respectively in January and April of 2009.

Bandits! details the adventuresome plight of a 13-year-old boy, a runaway from his family's goat farm at Hangtown, seeking his fortune in the 1853 gold fields. He happens to speak Spanish and is kidnapped and held as interpreter for a month by the outlaw band of Joaquin Murietta.

Emma Snow is the story of an orphaned, articulate 12-year-old Boston girl and her younger brother taken by their fortune-seeking stepfather to 1848 Gold Rush "Yerba Buena" and sold into servitude there to make their way on their own. Emma had a brief but affirmative "reader’s review" in the September 6 issue of the Christian Science Monitor that has resulted in orders.

Scheduled for early 2011 is a YA-Crossover in Magical Realism by Balona editor Jon Riis. Titled Something for Nothing, the story features a college freshman, a giant, a fairy, and a talking mouse.
Phil Silver Recounts 2009 Book Sales Experience

By Phil Silver, NCPA Member

I was advised early on that with my books Boga Bear: Beat the Heat and Boga Bear: Staying Cool (both print-on-demand, POD, books), and my third book, Andi the Bee, (pretty much self published), that I don't need a distributor. Especially since Andi is a niche market book. So I listened to the advice and set out on my own to market my books any way I could.

I decided in December of 2008, that in 2009 I wanted to do at least two sales events per month. That seemed reasonable to me. For those of you who rely on your book sales for a living, you must think I'm crazy, but you have to understand that I'm not reliant upon the sales of my books to sustain my life style. I just enjoy getting out there and meeting people at book fairs, fine arts and crafts fairs, and seeing the faces of little children in a school classroom as I read to them from my books. All the money I get from the sales of my books goes right back into savings account to help defray cost of my next book or book related expenses. So again, two events a month seemed reasonable to me.

So far this year, I've done 32 events, with the 32nd held the evening of October 17th at the Placer County Fine Arts and Wine Party in the new Roseville Fountains Shopping Center. I've tried just about every kind of show you can think of with children's books.

I started the year off by doing a gun show, followed by an Easter Egg Hunt, children's barber shops, banks, used children's clothing stores, car shows, Folsom Thursday Night Markets, and some other off-the-wall events. I'll go just about anywhere to put my books in the public's eye. I've even have a group of ladies who bought and liked Andi the Bee so much that they started a campaign to get me on the Oprah Show, but so far, Oprah hasn't called.

With a couple more months to go, I still have several more events set up through the end of the year. Besides these fun sales events, I've also made some sales into the non-bookstore markets, and made many contacts in the niche market area. Needless to say, I exceeded my bogey of two events per month and have sold close to 300 books in the process. Just getting out there and selling is the key for me. I know that if I can get my book out there, I can sell it.

By far, my proudest moment came from one of my many book donations. This particular donation was made to a friend’s church charity to raise money for an orphanage in Uganda. Many months after I made that donation, I received a letter from April Dobbs, describing her experience in reading my books to the children.

I recently decided that it was time to get a distributor because I missed out on some fairly large sales. The only reason I couldn't close the deal was, I didn't have a distributor. Barnes & Noble told me they wanted to carry my book but couldn't do without a distributor. So I set out on a personal quest to research and find the best distributor to fit my needs. The list of distributors isn't huge, but it is quite self limiting because of their re-
quirements, and I found myself with a very short list of three possible distributors. I contacted all three and was rejected by all because they don't handle POD books at all and won't handle a new author with only one title. That ended my search for a distributor and set me on a new path to market and distribute my own books.

I'm currently in the process of creating a new marketing plan to better reach the niche market of disabled children as well as the non-book store retail market. If I'm successful, I'll share my success with you at a Saturday monthly meeting.

Marketing, the way I have been marketing, is very hard and time consuming, but making every sale, and meeting every new contact for possible future sales, makes it all worthwhile for me. Parlaying new contacts into new sales is the key, but again, it can become very time consuming. I guess it's true that nothing worthwhile will ever come along without a lot of hard work and time.

That's my story. It's been a very busy and interesting year with a huge learning curve built into it.

Phil Silver, PBJ Books, www.pbjbooks.com; pnsilver@gmail.com; 916-772-4872 or 916-759-6559; Boga Bear: Beat the Heat; Boga Bear: Staying Cool; Andi the Bee.

**Terry Prince to Speak at Suburban Writers, Nov. 16th**

*Special to The Pen & Press*

Terry Prince, long time NCPA Member and past board member will be speaking at the Sacramento Suburban Writers Club on November 16, 2009 about Blogging and the Writer. (The meeting, at the Fair Oaks Library, Fair Oaks Blvd., south of Madison, starts at 7 pm.) Learn how blogs can be of great value to fiction and nonfiction writers as well as consultants and small business owners.

Terry will explain how creating a blog for your writing business or avocation may be easier than setting up a website and keep you technologically up to date with your peers. Terry will talk about various blog platforms and features to consider when setting up your blog. She will also discuss how blogs can provide excellent and unique research material for your writing and articles as ways to organize your blog reading. Terry's blogs are http://terrysthinking.wordpress.com and http://transitionyourlife.blogspot.com.

Terry Prince is a productivity coach and organizing consultant with over 100 published articles. She has also authored many technical publications for the National Study Group on Chronic Disorganization (NSGCD). Terry served on the NCPA Board of Directors for over 10 years and was the founder of the organization’s book award event. Terry is currently four chapters short of finishing her first mystery novel.

Terry Prince, CPO-CD®; 25 Years of creating order out of Chaos; Founding NSGCD President; Golden Circle NAPO Member; twitter.com/TerryPrince; www.linkedin.com/in/terryprince; Blog: http://terrysthinking.wordpress.com; Blog:
Karin Carter Offers Free Critique Service Trial

Special to The Pen & Press

NCPA Member Karin Carter is offering a critique service to members. She explains the offer as follows:

If you have a writing critique group, you may have all the input you can handle. But if you’ve ever asked for feedback and received only unusable comments such as "It's good," or "It was interesting," I have an offer for you. I'm a freelance business writer and editor, and I'm considering offering a critique service. To test my idea, I'm offering free critiques to anyone who'd like feedback on their writing, fiction or nonfiction.

Here's how I imagine it would work: you send me a four-page sample (that's about 1,000 words) and some information about your project. For whom are you writing? How high are you aiming-do you want your writing to be workmanlike or original/poetic/artistic? Are you already published? Are you just curious about a critique and doing it for fun, or are you always working on your writing skills?

My goal will be to give you specific, usable feedback on a detailed level on things like word choice, sentence rhythm, and sentence construction. I do not feel qualified to judge bigger issues such as your story arc or theme or subject matter, so I won't! I'd be glad to chat about those issues with you, if you're interested, but I'm not an expert at writing fiction. I'm a lifelong reader and have been writing and editing for many years, first full time at Microsoft, then as a freelancer in the tech arena and most recently for other small businesses.

Any advice would be offered in a positive way that would help you see where you could improve. You should feel encouraged, not discouraged, after getting feedback from me. Would you like to see if I can help you fine-tune your writing and get the results you're looking for? My email address is kc@kcwriting.com and my phone is 425.466.1535.

Karin began her editing career at Microsoft in 1991. At the same time, she started editing as a freelancer, helping businesses with their user manuals and web sites. In 2003 she formed a small publishing company to publish her own book about life at Microsoft and another writer's book about managing technical employees. She has a small collection of rejection slips for her fiction and remains a lifelong reader in love with the magic of creating worlds with words.
Book Reviews

By Carol Ryan, NCPA Member


This book consists of 24 pages, each containing a verse couplet. Each couplet ends with the name of the company the book is advertising. One disturbing thing about the book is how the author, Brent Sampson, has successfully manipulated Amazon into selling such drivel.

Another book by Sampson, Sell Your Book on Amazon, tells (with a foreword by Dan Poynter, no less), exactly how to do it. Sell Your Book on Amazon has content and tells you what to do to manipulate Amazon. His Adventures book illustrates how any book, no matter how useless or offensive, can be sold if the author is willing to go to the dark side and employ shady techniques.

For example, I was infuriated when I received the Adventures book and discovered I’d paid for a childish commercial. So I wrote a review on Amazon exposing the lack of content. One of Sampson’s techniques is to have friends, relatives, and willing sycophants write glowing reviews. Even though I gave his book one star, he had fifty friends (including the CEO of the publishing company the book advertises) give him five-star reviews, making his average review outstanding. I have to admit Sampson knows his stuff and employs all of his own tricks to sell on Amazon. I can recommend his Sell Your Book on Amazon. Just stay away from anything else by him, and consider a shower after reading his ‘good one.’

Nominations for the 2010 William Saroyan International Prize for Writing: Deadline January 31, 2010

The Saroyan award, given by Stanford University Libraries in partnership with the William Saroyan Foundation, recognizes newly published works of fiction and nonfiction with a $5,000 award for the winner in each category. The prize is designed to encourage new or emerging writers and honor the Saroyan literary legacy of originality, vitality and stylistic innovation. (NCPA member Kiyo Sato’s Dandelion Through the Crack won the Saroyan nonfiction award in 2008.)

For official entry forms, contest rules, and other information on the prize, visit the Saroyan Prize website: http://library.stanford.edu/saroyan/.


Please note that the deadline for submissions is January 31, 2010.
Other News, Announcements, and Comments

Your editor invites submissions for this section of The Pen & Press. Short items about NCPA members or otherwise of interest are welcome here.

✓ Your editor hopes to have a more complete update on new members in the next issue of The Pen & Press. My apologies to those who have been overlooked this time. Meanwhile, one new member on whom I have information is Pamela Johnson (Stone Harbour Press, www.stoneharbourpress.com). NCPA welcome new members, and of course we are always happy to have visitors at our monthly meetings, whether or not they choose to join or not.

✓ Mark your calendar for Saturday, April 24, 2010, date of the annual NCPA publishing conference. Planning is underway and details will be announced as they become available. Tentatively, the annual NCPA Book Awards Dinner will be the preceding evening, Friday, April 23, 2010.

✓ Patricia (Pat) Canterbury's first non-children's mystery Every Thursday is the first Nancy Noire mystery set in a fictionalized coastal town in Washington State. The book will be launched on Saturday, December 12, 2009, at Book Lovers Book Store, Madison at Manzanita, Sacramento. Time is to be announced.

✓ Suzy Hopkins’ middle grade fiction book The Extraordinary Summer of the White Horse, for 9-11 year-olds, won the bronze medal from the Moonbeam Children's Book Awards for First Book - Chapter Book.


✓ This is a cautionary tale. Take a look at http://www.dreambooksllc.com/editing. Beyond the errors on that page offering editing services, you might be surprised to learn that the principal, a fellow named Jacob Morris, is eighteen years old, a high school student with no meaningful writing, editing, or publishing experience. Yet he and a few friends set themselves up as professional editors and, although they have dropped this part for the time being, publishers.

You can find an illuminating and vigorous exchange of message board posts about the company here: www.absolutewrite.com/forums/showthread.php?t=153384


✓ Your notice or announcement could go here!
A Note from the Editor

Send your articles and announcements to ken@umbachconsulting.com.

Use **NCPA NEWSLETTER** *(exactly and only that)* as the email subject heading. That helps me to find newsletter submissions in the avalanche of incoming email.

Please provide submissions in Microsoft Word (or compatible) format, or in plain text with no special formatting. If you would like to discuss an article idea or have any other questions or comments about the newsletter, feel free to email or phone.

What fits best into *The Pen & Press* is news of members’ books, activities, marketing, speaking engagements, and accomplishments. Also of value: members’ insights into the challenges and opportunities of writing and publishing and information on regional resources for authors and publishers. Cover illustrations and other photos are welcome in jpeg or other standard format. Please keep photo dimensions and file sizes reasonable. When in doubt, call or email me in advance.

**The deadline for submissions for the next issue (January – February 2010) is close of business, Friday, December 18, 2009. Earlier submissions are better.**

— Ken Umbach, editor

---

*The Pen & Press* is published by Northern California Publishers & Authors, a coalition of authors, small presses, and independent publishers. All newsletter content, unless otherwise attributed, is copyrighted by NCPA. Material from the newsletter may not be reproduced in any way without written consent of the copyright holder. The editor reserves the right to accept or reject submissions and to edit submissions for length, clarity, or style.

Readers are of course free to print copies for noncommercial personal use, and NCPA members are welcome to print copies of the newsletter to share with friends, colleagues, and prospective members.

Northern California Publishers & Authors
3104 O Street, #270
Sacramento, California 95816
916-733-1655
www.norcalpa.org
# Board of Directors of NCPA

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Barry Schoenborn</td>
<td><a href="mailto:barry@wvswrite.com">barry@wvswrite.com</a></td>
<td>530-265-4705</td>
</tr>
<tr>
<td>Vice-President</td>
<td>Elva Anson</td>
<td><a href="mailto:elvawriter@emidrapublishing.com">elvawriter@emidrapublishing.com</a></td>
<td>916-961-7182</td>
</tr>
<tr>
<td>Secretary</td>
<td>Suzy Hopkins</td>
<td><a href="mailto:horssns8543@comcast.net">horssns8543@comcast.net</a></td>
<td>916-334-3269</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Anna Hourihan</td>
<td><a href="mailto:info@vedanticshorespress.com">info@vedanticshorespress.com</a></td>
<td>530-549-4757</td>
</tr>
<tr>
<td>Speakers Bureau</td>
<td>Bob Bishop</td>
<td><a href="mailto:bcp@pulsarco.com">bcp@pulsarco.com</a></td>
<td>530-865-7114</td>
</tr>
<tr>
<td>Publicity</td>
<td>Norma Thornton</td>
<td><a href="mailto:normathornton@yahoo.com">normathornton@yahoo.com</a></td>
<td>916-991-5751</td>
</tr>
<tr>
<td>Annual Conference</td>
<td>Rosa Umbach</td>
<td><a href="mailto:rlumbach@accessbee.com">rlumbach@accessbee.com</a></td>
<td>916-342-7556</td>
</tr>
<tr>
<td>Website</td>
<td>Vacant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership</td>
<td>Stephanie Reali</td>
<td><a href="mailto:sreali@gmail.com">sreali@gmail.com</a></td>
<td>916-397-2647</td>
</tr>
<tr>
<td>Awards</td>
<td>Bradley Simkins</td>
<td><a href="mailto:bookloversbooks@sbcglobal.net">bookloversbooks@sbcglobal.net</a></td>
<td>916-332-3133</td>
</tr>
<tr>
<td>Past President</td>
<td>Michele Avanti</td>
<td><a href="mailto:astrologyandmore@gmail.com">astrologyandmore@gmail.com</a></td>
<td>541-863-6631 (best to call on Mondays or Thursdays)</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Ken Umbach</td>
<td><a href="mailto:ken@umbachconsulting.com">ken@umbachconsulting.com</a></td>
<td>916-722-6897</td>
</tr>
</tbody>
</table>

Meetings are held on the second Saturday of each month, 10 am to noon, at Merrill Gardens Retirement Community, 7418 Stock Ranch Road (just west of Sylvan Road about a quarter mile north of Greenback Lane), Citrus Heights.

Visitors are welcome.