
The Pen & Press

March – April 2010



NCPA is approaching its spring **election of officers**. This year will mark a change in that process.

Effective in February with the adoption of a revised set of bylaws

by the Board, only the following officers, comprising the NCPA Executive Committee, will be elected: **President, Vice-President, Treasurer, Secretary, and (newly added) Communications Director**. Those officers, plus the immediate past President, plus chairs of the Standing Committees, will compose the Board of Directors. Standing Committee chairs are to be appointed by the Executive Committee rather than elected.

The Vice-President now has the duty of assisting the Treasurer with at least two informal audits each year, to assure accuracy in NCPA's financial records.

The revised bylaws, available at www.norcalpa.org, describe the new office in this way:

The **Communications Director** shall attend and assist with all regular member meetings and shall perform other duties at the President's direction, such as communications with members and the public through telephone, email, and mail, as well as participation in one or more standing committees.

As in the past, Officers may also serve as chairs of standing committees. The standing committees are Annual Conference, Awards, Membership, Newsletter, Publicity, Speakers Bureau, and Website. The Bylaws state, "The Executive Committee shall appoint chairs of standing committees and may revise or create additional standing committees as necessary. Officers may serve concurrently as chairs of standing committees."

Active, effective volunteers are essential for NCPA to function. Please watch for an invitation to nominate yourself or another member for an elected or appointed Board position. **Contact NCPA President Barry Schoenborn for more information.**

In another change, allowance is made for an individual to serve more than two consecutive terms in the same Executive Committee position, but only with 2/3 vote of the Board to approve an exception. The presumption remains that a maximum of two consecutive terms is the norm.

In this issue of *The Pen & Press* you'll find information on upcoming meetings, on the April 24, 2010 conference, on Naida West's latest novel, and much more.

— Ken Umbach, editor

March & April Meeting Announcements

As always, meetings are the second Saturday of each month, 10 am to noon, at Merrill Gardens Retirement Community, on Stock Ranch Road about 100 feet west of Sylvan Road, Citrus Heights, California (a block or so north of Greenback Lane).

March 13, 2010: Jo Anna Phillips on Interviewing

Journalist Jo Anna Phillips's topic will be "What Did You Say?" She will explain the art of *listening* to conduct great interviews. Jo Anna advises, "It will be fun and interactive. As writers, we all have to interview someone sometime, but we miss a lot because we have our own agendas. Instead of listening to what the other person is saying, we're already thinking of our next comment/question/statement." Plan on attending this valuable presentation by one of our own NCPA members.

April 10, 2010: Mark Coker on Ebooks

"THE RISE OF EBOOKS: How to Produce, Publish, Price and Promote an Ebook"

Ebooks are the fastest growing segment of the book publishing industry. Thanks to exciting e-reading devices such as the Amazon Kindle, Sony Reader, Barnes & Noble nook, the iPhone, and the upcoming Apple iPad, millions of voracious readers are discovering the joys of ebooks. How can publishers reach this audience and profit from the rise of ebooks? In this fast-paced session, you'll receive clear, expert advice on how to develop a smart ebook publishing strategy. Learn how to publish, price, promote, distribute and sell your ebook to a worldwide audience.

Mark Coker is the founder of Smashwords (www.smashwords.com), an online publisher and distributor of 8,000 original ebooks from over 3,500 independent authors and publishers around the world. Smashwords has gained international attention for its simple but radical idea: Provide a free service that enables any author anywhere to publish their ebook in seconds, making it available for immediate sampling, sale and distribution to a worldwide audience via major online ebook retailers such as Barnes & Noble, Sony and Amazon. Mark is a contributing blogger to the Huffington Post's books section, where he blogs about ebooks and the future of publishing.

NCPA 2010 Conference: A Publishing & Writing Odyssey

By Rosa Umbach, 2010 Conference Director

Conference registrations have been coming in. We already have 67 attendees registered as of February 20, including speakers, panelists, and an event photographer, with the conference still more than two months away! Although the "Early Bird" special has ended, the price is still very reasonable at \$120 for members and \$130 for non-members. An incentive for members to bring guests is that the guest also pays the member price. Just make a notation on the registration form that the individual is a guest, along with the member's name.

We have a wonderful new Web site that showcases the conference. If you have not checked it out yet and sent the link to a friend or acquaintance, please do so. You can find the web page at <http://ncpa.willowvalleypress.com>.

The conference attendees will have an opportunity to sign up for a ten-minute one-on-one discussion with many of the speakers. Sign-up sheets will be available at the registration table, first-come, first-served.

Following the conference we invite the attendees to join us in the Red Lion Hotel's lounge for a no-host networking session. If you can stay, it would a great opportunity to join the fun and get to talk with fellow conference attendees

Do you know a publishing, printing, editing, photography, graphic design, or web design business, or another business that would be interested in sponsoring the NCPA Conference? If so, send them the link to the conference Web site and have them contact us.

If you have not registered, you should consider attending this terrific event! We will have a special drawing for early paid registrants. The first 50 registrants have been entered into a special door-prize drawing for a basket of items worth at least \$150. The next 50 paid registrants will be entered into a special drawing for a basket of items worth at least \$75. Don't hesitate if you want to attend. Complete the registration form and send it with your check or money order today. We hope to see you there.

Discount registrations must be **received** no later than April 19, 2010, but I urge you to reply as soon as possible. Seating is limited and registrations could be cut off early as a result. We are already well ahead of last year's pace.

Among the features of this fine conference are:*

- Keynote address by Dominique Raccah, founder of Sourcebooks, Inc., and one of *Book Business's* "Top 50 Women in Publishing."
- Book marketing and distribution for publishers and authors (Clint Greenleaf, CEO of Greenleaf Book Group)
- A literary agent's view (Verna Dreisbach, Dreisbach Literary Management)
- Negotiating the e-world for publishers and writers (a panel of experienced publishers and authors)
- And MUCH MORE for publishers and authors, plus a superb buffet lunch

See the agenda and registration form available at <http://ncpa.willowvalleypress.com> (note the new URL) for more information, including complete list of speakers and background on each.

Rosa L. Umbach

Director, NCPA Conference 2010, "A Publishing and Writing Odyssey"

Email: conference@norcalpa.org

* *Conference agenda details subject to change.*

NCPA Book Awards Dinner, April 23, 2010

The annual NCPA Book Awards dinner, celebrating books published in 2009, will take place the evening of Friday, April 23, 2010, at Luau Garden Restaurant, 1890 Arden Way, Sacramento (next to the new Kohl's store that took the place of the former Mervyn's, and across from Arden Fair). Luau Garden was the site of NCPA's April 2008 Awards Dinner.

Please keep an eye on your email and on www.norcalpa.org for details and for information on making reservations for this occasion. Authors and publishers of the entered books will be introduced at the dinner, and the awards will be announced. The incoming elected NCPA Board members will also be introduced at the dinner.

Revamped Website in the Works

By Jim Collins, NCPA Webmaster

Hello all. My name is Jim Collins and I'm the newly appointed webmaster for NCPA.

As many of you know, I just recently completed work on the NCPA 2010 Conference website. Please give it a look at www.ncpa.willowvalleypress.com.^{*} I tried to keep it simple, clean, easy to read, and easy to navigate, as it is meant to be useful and promotional, not necessarily artistic and "award-winning."

And that is my philosophy for most websites. I do enjoy viewing some of those super fancy ones that are meant to reflect the designer's mastery of art or flash, but these really have a limited audience. For most people today, the web is primarily a source of information. While web-browsing is still an enjoyable pastime for many, the average user today goes online with a specific purpose in mind. Whether to research a product, buy a product, or answer a specific question, most site visitors are more interested in how to answer their question or find the information they seek than admiring the beautiful graphics and design work. Not that those don't enhance a site and make it more enjoyable to visit, but I believe they are of secondary importance.

Most sites are built to serve a purpose: either to promote and/or sell products or services or to provide information. Therefore, this should be the focus of the site's design, and particularly in its content as reflected in the organization and structure. Additionally, it should be easy to use for the targeted, average user.

The new main norcalpa.org site that I'm working on now will reflect these principles. The desire is to keep the site easy to navigate and pleasant to view, while providing all the useful information the current design does. I ask your help. If there is something in the current design that you particularly enjoy and would like to see retained or if there is a problem (either something unnecessary or something missing), please send me an email explaining this. I will do my very best to incorporate your wishes in the site.

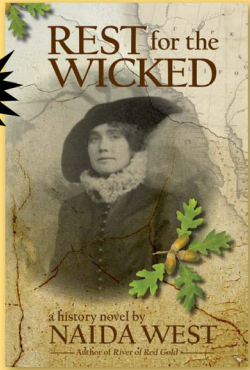
I can be contacted at webmaster@norcalpa.org. I look forward to working with all members in the design and maintenance of the association's website.

^{*} Editor's note: the URL works with or without the www prefix.

Final Novel of Naida West's California Trilogy Launched

Special to The Pen & Press

After ten years of research and writing, delayed by three other book projects, Naida West's novel *Rest for the Wicked*, final element of a historical trilogy, is finally going out on the streets. Naida's first obligation after the 3,000 books were delivered to her warehouse (her old turkey hatchery) was to mail more than 200 of the books to pre-order customers. Then on Saturday, the day before Valentine's Day, she had her first book signings, a total of four hours outside a popular coffee shop from 9 to 11 am and noon to 2 pm outside a nearby grocery store. Naida returned home 84 books lighter, having sold the books at full retail price: \$18.98. "Publicity in the little local newspaper," Naida noted, "brought the crowd out, and continues to drive more orders and invitations to speak to groups."



This final novel in the *Red Gold* trilogy carries forward the family sagas of Indian Mary and the first settlers, while introducing fictional Mae Duffy, 16. Mae breaks free of Sacramento's urban underworld and corrupted government, where girls are political favors, and learns about life from two old women: Ah Sen, Indian Mary. She also finds love with Mary's son Billy McCoon, the last man of the People—until her past comes to haunt them. An action-packed romp through Victorian times.



Author Naida West and her husband live in an old farmhouse on a small ranch bounded on the south by the Cosumnes River and the north and west by Rancho Murieta, a distant suburb of Sacramento. A poet with a Ph.D., in 1990 Naida quit teaching and lobbying to be a full time novelist. During her 20 years of researching and writing about the people who walked the land before her, large new houses have altered the area but artifacts from the ground and the unchanged river landscape were a constant inspiration. West mixes real-life people and true events with representational characters to bring the past to vivid life. Her novels are soul-stirring sagas, and her endnotes educate readers who want to know more about the historic people and events.

Naida West's website, www.bridgehousebooks.com, is being updated with an instant order form, new items, and a list of author events. "In a few weeks," Naida reported, "five hundred boxes for boxed sets will arrive. Many customers have said they want the set as a keepsake or gift. Several customers at the book signings purchased boxed sets early, to

be mailed to other people when the sets are available. The boxes will cost \$3.25 each, and the boxed trilogy will sell for an extra \$5, for a total cost of \$65.”

Naida’s new brochure/mailer (portions of which appear above) is being readied to go to more than 3,000 customers who over the years have asked to be notified of this book’s availability.

Newman Communications out of Massachusetts, a company that Naida previously found to be trustworthy and effective, will get her interviewed on the radio in 15 cities during commute hours. They will also launch an Internet publicity campaign.

This time Naida ordered 2,000 fewer books than originally planned, because of the rise of Kindle and audio books. She expects to convert her California trilogy to those formats during the year.

Meanwhile, the first two books in the trilogy continue to sell and to trigger speaking opportunities. So it is still true what Naida said to NCPA before: “Rejecting the proffered HarperCollins contract and becoming a self-publisher in spirit as well as in fact was the best thing I have ever done.” She added, “I doubt any New York publisher would have created a more attractive book cover than Megan Walsh, my graphics designer did, or a better interior design than did Pete Masterson. Anyway, those New York publishers would have expected me to do most of the publicity. Moreover, they think budgeting for a 4,000 sell-through is acceptable for a mid-list author or a ‘regional book,’ as they would peg mine to be. To me, that is not acceptable.”

A View from the San Francisco Writers Conference

By Bob Quinlan

San Francisco Writers Conference Update
February 15, 2010

Fellow Aspiring Authors and Envied Published Authors,

NCPA member and California Writers Club, Sacramento Branch President Margie Yee Webb and I just attended the three-day San Francisco Writers Conference (SFWC) in San Francisco, February 12-14, 2010. The results exceeded not only my expectations, but my dreams as well. For any of you who are considering publishing a book within the next three years, I highly recommend attending. The time to promote your book is two to three years prior to its publication so that your “platform” or audience is established and prepared for presenting to potential agents or publishers. The platform is so important that a couple of agents even suggested listing it prior to the book’s description in the query letter. The classes were extremely informative, with each 45-minute session offering three or four various topics for attendees to choose from (usually a topic of fiction, non-fiction, and industry wide—such as technology or promotions).The speakers were industry professionals who had amazing insights into their topics. Keynote speakers (during breakfast and lunch) were motivational and informative.

The organizers, Michael Larsen and Elizabeth Pomada, were busy throughout, paying attention to every detail. Mr. Larsen facilitated, attended and conducted classes. He personally moderated the joint meetings and made the necessary arrangements with the facil-

ity, the luxurious (but affordably priced for conference attendees) InterContinental Mark Hopkins Hotel atop Nob Hill. They limited the event to 300 attendees to provide proper attention to each. It was a joy to complete the evaluation form after such a well organized and productive event.

NCPA and CWC are very fortunate to have not only the leadership of CWC-Sacramento Branch president Margie Yee Webb, but also her networking skills. At this conference, she worked diligently on behalf of CWC and NCPA. From what I witnessed, she worked harder promoting the two groups than she did promoting her own work. Both groups are very fortunate to have her representing us. I don't know if she gets thanked very often, but in the short time I've been involved, I've noticed her doing a great deal for both clubs. Thank you, Margie Yee Webb.

Agents, publishers and event instructors were quite approachable during the breaks, meals, and evenings. I had an experience that surpassed any of my fantasies during a lunch. When entering the hall for lunch on Saturday, I happened to strike up a conversation with Mr. Self-Publishing, Dan Poynter. He invited me to join him, which I did with hidden humility. He preferred to sit at a table in the back of the room in case he needed to leave during the session. Because of this, we had the entire table to ourselves for most of the lunch. We just visited for about fifteen minutes before he asked what I had written (our name badges listed our job titles.)

I told him a bit about my book, *Earn It: Empower Yourself for Love*. He shared that he saw a lot of potential for self-publishing and even an eBook for my project. I shared that my webmaster was posting the eBook on my website that weekend as I had just approved the PDF format. He said he would like to be the first customer, so to let him know when it was ready. Imagine my SHOCK! Little did I realize that the enthusiasm was only beginning.

Within minutes his girlfriend, Mary Jean, joined us. She started reading the one-page marketing piece that Mr. Poynter had quickly scanned then placed in the center of the table. She read it thoroughly. Then she asked if I could send Mr. Poynter a copy of the book. I shared that it wasn't yet published, that I was seeking an agent by April or I would self-publish. She asked if I would send a copy of the manuscript to him. I informed her that he had offered to review the eBook. While he sat between the two of us, she again asked if I would send him a copy of the manuscript. I politely reiterated that he offered to read it on his iPhone (which he kindly demonstrated how to do earlier.) With a more directive than questioning voice, she stated, "Please send him a copy of the manuscript. He will read it." She had a warming smile on her face that led both Mr. Poynter and me to completely understand her position. She suggested I address it to "Mary Jean Poynter-to-be." No wonder he admires her strength and sense of humor.

One of the best components of this conference is an opportunity to participate in "Speed Dating with Agents" during which authors get three minutes to present their project to agents. There were four sessions with about twenty agents in the room at various tables, so it flowed quite smoothly. Most of the agents to whom I presented shared a fact that I already knew—ninety percent of the relationship books are purchased by women, not men (both of whom are the target audience for this unique relationship book). I shared that my intention is that women will buy the book, then "suggest" that their partner read

it. The book uses basic business principles and terminology so that men will finally “get it.” We may not understand the emotional world of Venus and be very romantic, but we do understand the logical world of Mars and want to be effective.

Yes, I did share the example of Mr. Poynter and his girlfriend as a perfectly unplanned example of the hope for this book to potential agents. As we generally had to wait in one- or two-person lines, I was only able to see seven prospective agents that hour, which resulted in four asking me to submit proposals to them. Three suggested that I sell 5,000 copies after self-publishing to prove the demand. One was not quite helpful. Additionally, one of the agents that spoke to the group suggested that authors query agents whom we didn’t get to meet during the time allotted. He suggested we note that we attended the SFWC because the agents then know that the attendee had committed the time and financial resources to prove our commitment to the project. He suggested that agents informed of such would give these queries more attention than unsolicited queries.

Limitless options are available to authors seeking guidance in the maze of publishing. Some are legitimate, and some are not-so-much. This conference was packed with established vendors and experienced personnel who were much more than self-promoting. I highly recommend this event to any author who is serious about marketing his or her book within the next two to three years. What is holding you back from pursuing your dream? This conference was educational, enlightening and motivating. I hope it does the same for you some day.

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Reflections on a Book Tour, Jamaica 2010

By Pamela Johnson

[Editor’s Note: In this letter to NCPA members, Pamela Johnson tells of her recent book tour on behalf of *Heart of a Pirate: A Novel of Anne Bonny*, published by Stone Harbour Press in 2009.]

February 18, 2010

My fellow writers and publishers,

I have been back just a few days now from a book tour in Jamaica where I was warmly received and indeed touched by the effort and accommodation that was made by Novelty Trading Company, a major island distributor. Because *Heart of a Pirate* is the story of the legendary Anne Bonny, captured for piracy in Jamaica in 1720, and because I did some of my research in the National Library in Kingston, Jamaica was the perfect place to return to promote the book. The trip being deeply personal, I thought I might share some of my experiences with you.

The actual tour itself was grueling. Based in Ocho Rios on the north side of the island, I had several events scheduled in Kingston, a three-hour drive to the south side of the island, and one event in Montego Bay, another hour and a half drive. If all was to be done in the two weeks I was to be there, events had to come back to back.

I began on a Friday evening reading for a small group of friends at a restaurant in Ocho Rios, Evitas, located on a high hill over the city. Several of the patrons joined us and I began to tell the story of Anne Bonny, Mary Read, and Jack Rackham, reading from my

book as I did. Once again I was reminded of the lure of pirate tales and legend, and of how audiences become captivated by the story of ships at sea, adventure, love, and the fight against oppression.

Saturday, I was in New Kingston for my first large reading at Bookland, and not knowing what to expect, walked into a beautiful, two-story bookstore with wooden bookcases filled with bright books. On all the windows facing the street, the walls, and announcement boards, I found a poster with my picture, book cover, and reading dates for the island. Surprised by the attention, I was taken upstairs to chairs set up, stacks of my book, urns of iced fruit drinks, and a large tray of cookies. Somewhat overwhelmed, I waited for all to be seated and began my personal story, moving into the history that was part of Jamaica. There were moments of difficulty in speaking of the sugar industry that developed in Jamaica in the early part of the 18th century, for with it went the slave trade, black gold, and here were the people who were a result of that nefarious trade, the history no longer a distant past, but the poverty and discrimination produced by that system still visible everywhere on the island.

On Sunday I was back in Kingston for a radio interview, “Looking Forward Looking Back,” with Lloyd D’Aguilar. Again the discussion was on Anne, the kind of woman she was, the politics and social concerns that created piracy and men “destined for the gaols” and indeed, on the very nature of prison itself. Afterwards, I took a small boat out to Lime Cay, and on the way took a good look at Rackham’s Cay and Bush Cay, the small bits of land where pirates were taken after being hanged at Gallows Point, their bodies left to molder in chains. Clearly visible from any point of entry to the harbor, no one could have sailed into Kingston without being warned of the penalties of piracy.

I had three final events, one at Bookland, Montego Bay where I was met by a group of teachers who wanted to hear what I had to say about this part of Jamaican history, later that same evening a book signing at the Jamaica Sunset Grande, Ocho Rios, and finally in Kingston again on Saturday, Sangster’s, where a lovely young salesperson in the bookstore who was infatuated with the romance of Anne and Jack, begged me to read a love scene.

Jamaica is always a wonderful experience, a chance for me to know myself better and all my blessings, the island a beautiful, brilliant burst of color, the air warm and soothing, its people full of life and creativity and strength of character. I will be returning at the end of May for a television appearance, to read new reviews of the book, and to attend the Calabash International Literary Festival. If you are ever thinking of a trip to Jamaica, this free festival (thanks to a grant from the Jamaican Tourist Board) is an amazing amalgam of readings—poetry, fiction, non-fiction—as well as music, open mike, and film. Set outdoors with the Caribbean Sea as the backdrop to the stage, it is generally the last weekend of May; this year’s dates are May 28th through the 30th. If you are interested in attending and have questions, please do not hesitate to contact me at 925-330-6632.

If you would like to hear parts of *Heart of a Pirate* or further discussions of piracy, both old and new, please join me on one of the following scheduled dates:

- The Bookseller, February 27, Grass Valley, California, 107 Mill Street, 530-272-2131, readings from *Heart of a Pirate* interwoven with one of the most fascinating

stories of the Golden Age of Piracy, that of the capture of Anne Bonny and Mary Read in Jamaica in 1720. 1:00 to 2:30 pm.

- Once Upon a Shelf, 7753 Roseville Rd., Suite C, Sacramento, California, 916-745-1200. Readings and signing, Saturday, March 20, 2010. 12:30 pm.
- “Book Ends” with Nancy Wiegman, KCHO 91.7 FM Chico, 88.9 Redding, Northstate Public Radio, Saturday airing, time to be announced shortly.
- New Orleans Pirate Week, March 26 to April 4, 2010, New Orleans, Louisiana. “Take what ye can, GIVE something back.” Benefit to rebuild the city and for the protection of the wetlands and gator habitat. Stone Harbour Press will have a booth in the French Market Saturday, March 27th and Sunday, March 28th.
- Local Author Appreciation Fair at the Folsom Public Library, April 10, 411 Stafford Street, Folsom, California, 916-355-7374. 1:00 to 4:30 pm.

To all of you members of Northern California Publishers and Authors, my sincere thanks for your support, recommendations, and practical suggestions. I look forward to a continued acquaintance, and I hope to see all of you at the NCPA Conference, April 24th.

Warm regards,
Pamela Johnson
Stone Harbour Press

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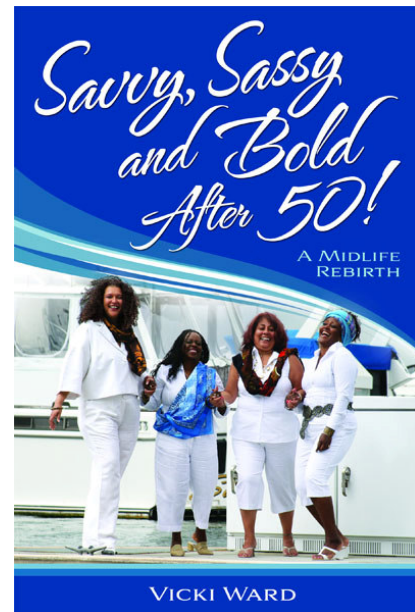
Savvy, Sassy, and Bold After 50! New, by Vicki Ward

Special to The Pen & Press

Savvy, Sassy, and Bold After 50! A Midlife Rebirth is a new book that celebrates maturing women and speaks to their development of character, self assurance, and possession of a knowing attitude. This handbook for women over 50 will be released in March 2010. Vital information and advice from medical and financial specialists includes maintaining good health, developing and maintaining a stable financial outlook, and the importance of thorough retirement planning.

The target audience is on the cusp of life changes; some are eyeing retirement, and many are considering new pursuits. In the book, medical professionals discuss key areas of changing health concerns for maturing women, including diet, health screenings, and mental health issues. Finance and insurance specialists provide valuable input on budgeting, investment options, retirement planning, and long term care insurance.

Over 200 women age 50 and over responded to survey questions about their health, sexuality, new pursuits, financial outlook, their readiness for retirement, and ideas about ag-



ing. In their own words, the reader will be privy to their personal and revealing responses. Their answers were emotional, and readers will see themselves in some responses, in words that could have been spoken by them.

A critical question respondents answered was, “What is the one thing you wished you had done in your 30s that would have impacted your 50s differently?” By far the majority of responses were on the subject of finances, and, more specifically, planning adequately for retirement. The blend of professional reports coupled with frank personal testimonies from mature women make this book a vital reference for women navigating the lifestyle changes of their maturing years.

Women in their 40s will find this information pertinent as well, as they will face the same challenges, but because of their age are afforded a larger window of opportunity. If they begin their planning sooner, they can implement needed changes, insuring brighter futures.

Reading *Sassy, Savvy, and Bold After 50* is like having a conversation with friends, and has immediate appeal for the benefits it provides when shared among “sistah” friends, family members, co-workers, and younger women too. A companion *Savvy, Sassy and Bold After 50 Empowerment Journal* is also available to enable readers to make note of the important ideas, or of changes they plan to make.

For ordering please contact Vicki Ward at ww.nubianimagespublishing.com or by phone at 925-634-7627.

Book Review

By Carol Ryan

Couldn't Happen to Me: A Life Changed By Paralysis and Traumatic Brain Injury by Jill C. Mason (Booksurge, 2009, trade paperback, \$15.99)

I love to be taken to another place, or to see the world in a new way. That's what I enjoy about a good memoir. One of NCPA's members has recently published that kind of book, one that will let you into a part of life you've probably been avoiding. In fact *Couldn't Happen to Me* says a lot about denial in the title. Those of us young and lucky enough to have avoided serious trouble in our lives often think there is a magic force preventing bad things from happening to us. Alas, if one lives long enough one will probably be disabused of that belief

Jill writes beautifully, with startling honesty, about her experiences. This is a love story about exceptional people. Jill survives and thrives despite unimaginable challenges. It is a remarkable story and even though there is great sadness and loss involved, you can't help feeling inspired by this book – and by Jill.

California Writers Club, Sacramento Branch Activities

CWC-Sacramento has overlapping membership and some shared interests with NCPA. Margie Yee Webb, an NCPA member who is president of the Sacramento Branch of CWC (www.sacramento-writers.org), provided the following information for the newsletter.

The Sacramento Branch of the California Writers Club is one of 18 branches located throughout California. The Sacramento Branch has monthly luncheon meetings at 11:00 am on the 3rd Saturday of every month except July, August, and December. Arrive by 10:45 to allow time for sign-in. The fee for CWC members is \$12, and for nonmembers is \$14. Buffet lunch is included, but the meeting fee is charged with or without lunch.

March 20

Group Genre Workshop attendees will meet in groups according to genre or interest to exchange ideas and materials. Barbara O'Donnell will lead the Fiction group. Kathleen Landis will lead the Nonfiction group. Plan to stay for a bonus workshop with writing career coach **Teresa LeYung Ryan**, "Major League Tryouts to Build Your Name." This part of the program will begin at 1:30 pm and end at 2:30 pm. (Note: Ms. Ryan is to be a featured speaker at the April 24, 2010 NCPA conference also.) For more information, see <http://WritingCoachTeresa.com>.

Please arrive at 10:45 a.m. for the March CWC Sacramento Branch luncheon program. Lunch will begin at 11:00 a.m. At 11:45 a.m. the Group Genre Workshop will get started.

April 17

Lance Armstrong (the local writer, not the bicycle champion) is the author of *Echoes of Yesterday: Elk Grove*, an American Authors Association 2007 Golden Quill Award winner for regional history. He will discuss how his passion for local history led him to become a newspaper writer and historical author. See www.echoesofyesterday.net.

May 15

Michael Troyan is the Community Relations Manager of Barnes & Noble at Birdcage in Citrus Heights. He is the author of the Greer Garson biography *A Rose for Mrs. Miniver*.

June 19

Arden Moore is a pet expert/writer and has written several pet advice books: *Happy Cat Happy You*, *Happy Dog Happy You*, *The Cat Behavior Answer Book*, and *The Dog Behavior Answer Book*. See www.ardenmoore.com. This meeting is co-sponsored by CWC-Sacramento and Umbach Consulting & Publishing, www.umbachconsulting.com.

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**The CWC-Sacramento Nonfiction Network** meets the first Friday of every month at 9:00 am at the International House of Pancakes (IHOP), 2216 Sunrise Blvd., Rancho Cordova (west side of Sunrise, north of Zinfandel). Participants include book, newspaper, magazine, and trade journal writers. Meetings end by 11:00 am. For more information, contact Bob Quinlan, [bobquinlan1@comcast.net](mailto:bobquinlan1@comcast.net). For more information, see [www.sacramento-writers.org/Groups.html](http://www.sacramento-writers.org/Groups.html).

At the next meeting of the Nonfiction Network **March 5, 2010**, author, poet, and teacher Frances Kakugawa will speak on finding and retaining your own voice and writing style, and a writer's responsibilities.

**April 2, 2010**, To Be Announced

**May 7, 2010**, To Be Announced

**June 4, 2010**, To Be Announced

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Open Mic for Writers, Barnes & Noble, Birdcage, Citrus Heights, see the announcements section of this issue of *The Pen & Press*.

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Many members belong to both CWC and NCPA. Support authors at these upcoming events:

- Friends of the Folsom Library Spring 2010 Book Sale- March 12-14, 2010 - CWC members donate books for Raffle Basket.
- Local Author Fair, Folsom Public Library, April 10, 2010
- NCPA Conference 2010, April 24, 2010. CWC-Sacramento is a Silver Sponsor. Look for our table at the conference.
- Asian Heritage Street Celebration, May 15, 2010. NCPA members are invited to donate books to support the AHSC School Raffle Program and be acknowledged with NCPA mentioned on the AHSC website, [www.asianfairsf.com](http://www.asianfairsf.com)
- Local Authors Appreciation Day, Barnes & Noble, Birdcage, May 22, 2010. CWC/NCPA members Frances Kakugawa and Loraine Holden are participating
- Arden Moore Book Signing Event, Barnes & Noble, Birdcage, June 19, 2010. Co-sponsored by CWC Sacramento Branch and Umbach Consulting & Publishing.
- Northern California Storybook & Literature Festival, July 31, 2010. For information, contact Jamie Finley, Library Marketing and Programming, Roseville Public Library, via e-mail at [library@roseville.ca.us](mailto:library@roseville.ca.us), or visit [www.roseville.ca.us](http://www.roseville.ca.us). Authors, illustrators, editors, literary agents and publishers who are interested in participating need to complete an application by May 1.

## 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 is fortunate to have a new Webmaster, **Jim Collins**, hard at work on updating and improving [www.norcalpa.org](http://www.norcalpa.org) and its related pages and designing and maintaining a special Conference page currently at <http://ncpa.willowvalleypress.com>. Jim's business is JCWrite, [www.jcwrite.com](http://www.jcwrite.com), a Silver sponsor of the 2010 conference. See Jim's article in this issue.

✓ California Writers Club “Open Mic.” Join the Sacramento branch of the California Writers Club on the second Friday of each month for opportunities to read your written work. Sign-up begins at 6:45 p.m. Listeners welcome. 2010 dates: March 12, April 9, May 14, June 1, July 9, August 13, September 10, October 8, November 12, and December 10. Location: Barnes & Noble, Birdcage, Citrus Heights (Sunrise just south of Greenback).

✓ Pat Canterbury will be one of six authors staffing the Left Coast Crime panel “You Go Girl,” which will take place on Saturday March 13, 2010, in the Omni Hotel in Los Angeles. She will be discussing her newest novel, *Every Thursday*. Pat will also be informing the attendees that the Sacramento chapter of Sisters in Crime, Capitol Crimes, will host Left Coast Crime at the Sheraton Grand on J Street in Sacramento, March 29-April 1, 2012.

✓ NCPA’s treasurer, Anna Hourihan, reports that NCPA’s bank account remains solid, with renewals and conference registrations coming in.

✓ NCPA’s 2010 Conference Committee is soliciting sponsors to help underwrite the cost of the conference while promoting their businesses to attendees and to NCPA members. Contact Ken Umbach, [ken@umbachconsulting.com](mailto:ken@umbachconsulting.com), for more information. Sponsorship opportunities range from \$100 (Bronze) to \$1,000 (Platinum). No service or product to promote? You can still help to support this distinctive event through sponsorship! Know of a business that would appeal to an audience of publishers and authors? Pass the word along! Sponsorship information is available at [www.norcalpa.org](http://www.norcalpa.org).

✓ Recent new NCPA members include Beth Bridges, Jim Collins, Gordon D. Cooper, Irene Douglass, April Edsberg, Jack Everett, Steve Hutchcraft, Rosi Hollinbeck, Pamela Johnson, Linda Marchus, Carol Schroder, and Bob Quinlan. (Apologies to any I may have inadvertently omitted.)

✓ Worth a look in the *New York Review of Books*, March 11, 2010 issue, “Publishing: The Revolutionary Future,” by Jason Epstein: <http://www.nybooks.com/articles/23683>. Jason Epstein is one of the most experienced and knowledgeable people in publishing. See [http://en.wikipedia.org/wiki/Jason\\_Epstein](http://en.wikipedia.org/wiki/Jason_Epstein) for an overview.

The article begins this way: “The transition within the book publishing industry from physical inventory stored in a warehouse and trucked to retailers to digital files stored in cyberspace and delivered almost anywhere on earth as quickly and cheaply as e-mail is now underway and irreversible.”

NCPA's April monthly meeting speaker will focus on eBooks, so stay tuned. The April 24, 2010 NCPA conference also will give a share of attention to that topic.

✓ The membership renewal process for 2010 is nearly complete. A new roster will be prepared and made available to members in March. Non-renewed members will be deleted from the roster. Expect a call from membership chair Stephanie Reali if you’ve not yet renewed.

✓ **Your notice or announcement could go here!**

## A Note from the Editor

Send your articles and announcements to [ken@umbachconsulting.com](mailto: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 file sizes reasonable. When in doubt, call or email me in advance.

**The deadline for submissions for the next issue (May – June 2010) is close of business Monday, April 26, 2010.**

— Ken Umbach, editor



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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](http://www.norcalpa.org)

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916-342-7556

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### **Newsletter**

Ken Umbach  
ken@umbachconsulting.com  
916-722-6897

**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.**