NCPA held its annual election of officers. Voting participation was modest (41 casting ballots), and in a close vote (22 to 19), Ted Witt was elected as the new president for 2012-13. Congratulations Ted! Ted’s article outlining his ideas for NCPA is in this issue.

And congratulations to runner up Pam Suwinsky. We had the good fortune of two experienced, credible candidates, which bodes well for future NCPA endeavors.

Laurie Hoirup was elected (as sole nominee) to be the new vice president, leaving the treasurer’s position, which she had ably filled for a year, vacant. (The board will find ways to meet the need until a formal replacement can be found and installed.)

Tom Kando will continue as secretary, a position he has filled admirably and with enthusiasm.

And, surprise, I’m still going to be here for a while longer. As NCPA had no candidate for communications director and no one on the horizon to take over as newsletter editor, I’m “it” again, for the time being. However, a third consecutive year in the same elected position (communications director) will require a 2/3 vote of the board.

Speaking of the board, incoming president Ted Witt has announced an NCPA board meeting for the evening of Thursday, May 10, 2012, 5:30 to 8:30 in the evening. The location is still being worked out as of deadline for this issue, so keep an eye on www.norcalpa.org and on NCPA Yahoo group email for updates. All members are welcome to attend board meetings, but to assure adequate space and other arrangements, it is best to advise the president of planned attendance.

Someone needs to step forward to take ownership of the monthly scutwork of setting up our meeting room at Merrill Gardens (now the Sun Terrace room on the 3rd floor). If you are willing to take ownership of that role, please call or email me. NCPA also needs a new non-interim newsletter editor. If you are willing and able to take on that role, contact NCPA’s president, Ted Witt (see board list at end of this newsletter for contact information).

The annual NCPA Book Awards ceremony and awards dinner took place on Sunday, May 29, at Lions Gate Hotel and Conference Center, McClellan Park, Sacramento. See inside this issue for a recap of that well attended event.

In other developments, we have some fine speakers scheduled for our May and June monthly membership meetings. See inside this issue for details. We are now meeting in the 3rd floor Sun Terrace room at Merrill Gardens, smaller, but with the advantage of greater privacy. As always, meetings are on the second Saturday of the month, 10:30 a.m to 12:30 p.m.

—Ken Umbach, interim editor
A Look Ahead for NCPA

by Ted Witt, NCPA President

British track star Sally Gunnell earned world and Olympic records running the 400-meter hurdles event. Two aspects of her preparation posit lessons for us as publishers and authors. First she engaged in long, repetitive practices. Every day she perfected her run. Second, she created a mental vision of her performance, imagining each step and hurdle so clearly in her mind that she could experience a time lapse before she realized whether she had actually won the race or just imagined it.

There is no substitute for practice. It makes us better. We learn by doing. I have heard plenty of lectures about transforming a printed book into ePub format, but only by doing it did I understand the complexities and exceptions. Articles told me how to use Adobe InDesign to create a color gradation in a rectangular box, but only by doing it did it become routine. We get better by practicing with real work.

Imagining success breeds success. We have to have a vision for our work. Creating mental pictures prepares our hands to type, to find the words that tell our stories, to put our books in the marketplace. People laughed when I said I wanted to be a publisher. But I saw how it could happen in my mind; now there are books in print.

Honored to be your new president, I seek to strengthen our relationships and networks by cooperative practice and a common vision. I imagine us cooperating to publish one or two new books over the next year. We will welcome your writing (that’s practice), will edit our work together (that’s practice), polish it, publish it, and market it (yes, more practice). In so doing, we will raise your visibility in the community and give you a platform to expose more of your own personal work.

In addition, I foresee us supplementing our monthly meetings with additional professional development opportunities. In particular, I want to reinstitute our annual conference. The planning and execution of this event is more real-life practice that will make us successful with the books we publish ourselves. But we need your help, whether it is in person or remotely at your kitchen table.

Look for details, opportunities and a greater description of my vision in the weeks ahead, as I discuss these ideas with the Board of Directors and individual members. I have committed myself to calling every single member for a personal conversation over the next two months. When we talk, I welcome your ideas and want to discover the expectations you have for your association. This association exists to benefit you.

So today I ask you to imagine what your own personal success will look like by May of 2013. Set your goals. Every night, write down one task – no matter how small – that you can accomplish the next day to get to your goal. Then I ask you to participate with the group and practice with us. We will move swiftly over all hurdles, so that your personal work is published and perfected by your peers.

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Editor’s note: Be sure to attend the May and June meetings!
Speaker chair Norma Jean Thornton has lined up terrific programs. Read on . . .

May 12, 2012 Meeting to Feature Author and Publisher Cindy Munoz

Local author and new independent publisher, Cindy Munoz, will be our guest speaker for the May 12th meeting, with a perfectly-timed subject, following on the heels of our April discussion about the “Latest in the world of independent publishing.” We’ll hear first-hand just what it’s like to actually weave your way through that world.

Barely seven months ago, Cindy Munoz entered into the world of independent publishing, and while the trials and tribulations are still fresh in her mind, she’s prepared to regale us with hints and how-to’s for the ins and outs, and do’s and don’ts of the trade, with the following titled presentation.

Why I Joined The Indie Publishing Revolution, and How You Can, Too

Cindy Munoz aka Loucinda McGary has two great passions, travel and writing. At the end of 2003, she left her dreaded day job with the State of California to fully pursue both.

To date, she has visited 47 states and 32 foreign countries.

Her first romantic suspense novel, The Wild Sight, was published by Sourcebooks Casablanca in Oct. 2008. It received a coveted starred review from Publishers' Weekly magazine and won the Best First Book category of the More Than Magic Contest.

In March, 2010 the Kindle version of The Wild Sight hit #1 on Amazon's overall Top 100 Bestsellers (which included all categories of fiction and non-fiction) and sold over 10,000 downloads that month.

Cindy's second romantic suspense novel, The Treasures of Venice, was a finalist in the prestigious Romance Writers of America Golden Heart contest for unpublished manuscripts in 2006 (under the title Jewels of the Madonna). It was published by Sourcebooks Casablanca Sept. 2009 and placed in the Georgia Romance Writers Maggie Award and the Aspen Gold contest.

Her third romantic suspense novel, The Wild Irish Sea, was published by Sourcebooks Casablanca, July 2010.

On Oct. 7, 2011, Cindy entered the "indie publishing revolution" with the release of her novelette The Sidhe Princess on Amazon and SmashWords.

On Jan. 30, 2012, she released her fourth romantic suspense novel, High Seas Deception, the first book in her new Adventure Cruise Line series on Amazon, SmashWords, and Barnes & Noble. She plans to release her next novel, His Reluctant Bodyguard, also part of the Adventure Cruise Line series in July, 2012.

Find more on Cindy at her website, www.loucindamcgary.com/.
June 9, 2012 Speaker: Mystery Author Cindy Sample

Our June 9th meeting speaker will be fellow NCPA member, and author, Cindy Sample, who will give a rip-roaring and entertaining “Presentation to die for” on Marketing, titled: “Take the Mystery Out of Marketing: Creative Tips for Killer Book Sales ... Plus!”

Former CEO of a national mortgage banking company, Cindy Sample, decided murder was more entertaining than mortgages, so she set about for a new career: Writing!

Cindy’s humorous romantic mystery series revolves around single soccer mom, Laurel McKay, in the beautiful areas of Placerville, El Dorado Hills, and Lake Tahoe. 

*Dying for a Date* was released in 2010 by L&L DreamsSpell, and the sequel, *Dying for a Dance*, released in 2011, was a finalist for the 2012 Lefty Award for best humorous mystery. Cindy’s currently finding it extremely hard to find the time to work on novel number three, *Dying for a Daiquiri*. Looking at the upcoming schedule on her website, www.cindysamplebooks.com, it’s easy to see why!

Cindy writes:

When I was eight, my dream was to be a super cool detective like Nancy Drew, racing around town in a sky blue roadster. At sixteen, my goal was to be an awesome mystery writer like Agatha Christie. A few decades and diversions later, I was a newly divorced Mom and CEO, driving my kids to cheerleading and soccer practice. In a sky blue SUV.

Welcome to the world I share with Laurel McKay, a single soccer mom with attitude. Enjoy her laugh-filled adventures in *Dying for a Date* as she dips her toe into the dating pool and ends up in a tsunami-sized murder investigation.

In *Dying for a Dance*, lead-footed Laurel gets talked into learning a choreographed foxtrot routine for her best friend’s wedding. After tripping her instructor and crashing into a pair of dance pros, Laurel discovers ballroom dancing can be dangerous. When she stumbles over the body of a dance instructor, she realizes it can also be deadly.

Cindy has served on the boards of the Sacramento Opera, YWCA, and CMBA, and is a past president of the Sacramento chapter of Sisters in Crime. She most recently, and gratefully, completed an almost two-year venture as co-chair with Robin Burcell on the four-day Left Coast Crime Mystery Conference here in Sacramento, at the Sheraton Grand Hotel.

You can find Cindy at www.cindysamplebooks.com or cindy@cindysamplebooks.com.

While visiting Cindy’s website, be sure to read her guest bloggers, as well as Cindy’s “stuff.”
Other Future Meetings

Speaker chair Norma Jean Thornton has been hard at work lining up some exceptional speakers. Look forward to our October speaker, bestselling author James Rollins. Details will be in the September-October 2012 issue of *The Pen & Press*.

July, August, September, and November meeting plans are to be announced. Watch the newsletter and www.norcalpa.org for updates.

Our December meeting will be the popular Book Display meeting, plus member networking. This is an opportunity for members to show off their published books and to talk informally about publishing, promoting, and marketing.

We have a major surprise visit coming from another bestselling author in 2013. Stay tuned for news of that event.

Book Awards Dinner a Success

The April 29th Awards dinner, at Lions Gate Hotel and Conference Center, was well attended. The event featured book awards (summarized below), an introductory talk by new NCPA president Ted Witt, presentation of the new Mark Twain award to Kiyo Sato, for her memoir *Dandelion Through the Crack* (republished as *Kiyo’s Story*), music by Steven Williams and Dan Lipe, and a presentation by Mark Twain impersonator McAvoy Layne.

Pictured are Ted Witt speaking to the attendees, McAvoy Layne as Mark Twain, and Kiyo Sato receiving award from Ted Witt
NCPA Book Awards 2012

Awards presented for books published in 2011 are:

- **Fiction, first place**: Dying for a Dance, by Cindy Sample
- **General Nonfiction, first place**: Kapoho, Memoir of a Modern Pompeii, by Frances H. Kakugawa
- **General Nonfiction, honorable mention**: Dreaming in English, by Jeannie Johng-Nishikawa
- **General Nonfiction, honorable mention**: When Spirits Speak: Messages from Spirit Children, by Jeri K. Tory Conklin
- **Children’s Literature, honorable mention**: Where’s Wiley? The Mystery of the Canine Triangle, by John Westlund
- **Open Category, Nonfiction/Gift, first place**: Cat Mulan’s Mindful Musings: Insight and Inspiration for a Wonderful Life, by Margie Yee Webb
- **Open Category, Nonfiction/General, first place**: History of a Place Called Rescue, by William C. Teie and Francis M. Carpenter
- **Open Category, Nonfiction/General, second place**: Skiing at Lake Tahoe, by Mark McLaughlin
- **Overall Design and Layout, first place** to William C. Teie for History of a Place Called Rescue
- **Overall Design and Layout, second place** to Margie Yee Webb for Cat Mulan’s Mindful Musings: Insight and Inspiration for a Wonderful Life

Alton Pryor’s Latest Focuses on Civil War

*Special to The Pen & Press*

California sent more volunteers to fight in the American Civil War than any other state in the Union. California sent about 17,000 men to fight in the Civil War. Volunteers fought in 31 engagements, most in the Shenandoah Valley. Others served with distinction in New York and Pennsylvania regiments.

Author Alton Pryor has captured many of the elements involving California and the American Civil War in his new book, California and the American Civil War.

Most of the men in Southern California during the American Civil War were Confederate sympathizers. Because of their number they exercised a great deal of influence in the state.

The American Civil War is judged as America’s Worst War, as Americans were fighting Americans and all were trying to
kill each other. The reader will learn many facts about California’s involvement in the Civil War not known by most Americans. The book retails for $14.95. To order, Call Alton: 916-771-8166

**Denise Lee Branco to be Featured at The 2012 Western States Horse Expo**

*Special to The Pen & Press*

Author and Northern California Publishers and Authors member Denise Lee Branco will be among featured authors at the 2012 Western States Horse Expo - Book Corral (www.horsexpo.com/html/bookcorral.html), Cal Expo Fairgrounds, 1600 Exposition Boulevard, Sacramento, California, from June 8 through June 10, 2012. Book Corral begins each day at 9:00 am and closes at 7:00 pm on Friday and Saturday and 5:00 pm on Sunday. Branco’s book *Horse at the Corner Post: Our Divine Journey* will be available for purchase at her booth in the Book Corral each day.

*Horse at the Corner Post* won a silver medal in the 2011 Living Now Book Awards (animals/pets/livestock category). This memoir chronicles one woman's journey, driven by a powerful dream and an unbreakable bond, to reunite with her childhood horse. Through Branco’s skilled and honest storytelling, the reader joins each step of this journey, vividly reminded of their spiritual connection to the animals that may have graced their own life. This inspired family reading will certainly appeal to animal lovers of all ages.

Denise Lee Branco spent her childhood on a California ranch, befriending all the furry and feathered residents there. From reading horse books to competing in western shows and gymkhanas, Denise has always felt horses are a part of her identity. She is pursuing a writing career, and she is a member of American Horse Publications, Women’s Horse Industry Network, and Northern California Publishers and Authors, to name a few.

Visit Denise at: https://www.horseatthecornerpost.com/

Contact Information (916) 316-6567 – DeniseBranco@HorseAtTheCornerPost.com

**California Writers Club, Sacramento Branch Activities**

*CWC-Sacramento Branch, a Silver Sponsor of the 2010 NCPA conference, has overlapping membership and some shared interests with NCPA. Margie Yee Webb, an NCPA member who is immediate past president of the Sacramento Branch of CWC, and author/photographer of “Cat Mulan’s Mindful Musings: Insight and Inspiration for a Wonderful Life,” provided the following information for the newsletter.*

The Sacramento Branch of the California Writers Club is one of 18 branches throughout California. The Sacramento Branch has monthly luncheon meetings, 11 a.m. to 1 p.m., on the 3rd Saturday of every month except July, August, and December. Location: Luncheon meetings are held at Tokyo Buffet, 7217 Greenback Lane (between San Juan Avenue and Fountain Square Drive), Citrus Heights, CA 95610. Meeting fee is $12 for members and $14 for non-members, and includes a buffet lunch. For more information, see www.cwcsacramentowriters.org/
Upcoming California Writers Club, Sacramento Branch, Luncheon Meetings

May 19, 2012
Patricia Fry is a literary and manuscript consultant, an editor and a teacher, and author of Publish Your Book, Proven Strategies and Resources for the Enterprising Author. She will speak on “Writing Articles For Book Promotion and Profit.” www.PatriciaFry.com

June 16, 2012
Molly Dwyer is the author of an award-winning novel, Requiem for The Author of Frankenstein, and will speak on “Story Stalking.” See www.mollydwyer.com.

July and August 2012
No meetings. Happy summer!

The CWC Sacramento Branch Writers Network

The CWC Sacramento Branch Writers Network, meets the first Friday morning of every month, 9:00 to 11:00 a.m., at IHOP, 2216 Sunrise Blvd., Rancho Cordova, CA (west side of Sunrise, north of Zinfandel). Participants include book, newspaper, magazine, and trade journal writers.

Upcoming Writers Network Meetings


June 1, 2012: Amy Rogers, author of Petroplague, will speak on “Getting Published in 2012: What’s the Right Path for YOU?” See www.amyrogers.com/.

July 2012: No meeting; Happy 4th of July week!


Open Mic for Writers (“10 Minutes of Fame”)

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 are also welcome. Location: Barnes & Noble, Birdcage, 6111 Sunrise Blvd., Citrus Heights (Sunrise just south of Greenback). Contact: Julie Bauer, joolieb@aol.com.

Upcoming dates: May 11, 2012; June 8, 2012; July 13, 2012; August 10, 2012

CWC Sacramento Branch Writing Academy Sessions

May 12, 2012 – Karen Sandler workshop, “SuperCharge Your Writing Like a Pro,” hosted by the California Writers Club–Sacramento Branch. Tokyo Buffet, 7217 Greenback Lane (between San Juan Avenue and Fountain Square Drive), Citrus Heights,
CA 95610. Fee: $49 for CWC members / $59 for non-members. Lunch Buffet PLUS morning Coffee and Bagels included! Member fee is extended to NCPA members. For more info, visit www.CWCSacramentoWriters.org or contact Margie Yee Webb at Margie@CatMulan.com or 916-213-0798.

June 23, 2012 – Jennifer Basye Sander workshop, “How To Identify Hot Publishing Markets,” hosted by the California Writers Club–Sacramento Branch. Sam’s Hof Brau, 2500 Watt Avenue (near El Camino Ave.), Sacramento, CA 95821. Fee range: Early Bird by May 26, $35 for CWC members / $45 for non-members; and after May 26, $45 for CWC members / $55 for non-members. Attendees to purchase lunch at Sam’s Hof Brau. Member fee is extended to NCPA members. For more info, visit www.CWCSacramentoWriters.org or contact Margie Yee Webb at Margie@CatMulan.com or 916-213-0798.

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.

✓ Cindy Sample will have an author signing at Face in the Book, a new bookstore in Town Square, El Dorado Hills, from 1:00 to 3:00 p.m., on Sunday, May 20. Books, dead body cookies, a raffle, and more.

✓ NCPA Treasurer Laurie Hoirup reports that NCPA’s bank balance is currently at $8,400.98 (April 11, 2012). 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. (Awards competition and awards dinner expenses will reduce the balance in the next report.)

✓ Laurie Hoirup is touring to promote her memoir, I Can Dance: My Life with a Disability. Laurie’s speaking venues include Independent Living Centers and a presentation to medical students at University of California, Riverside. She’ll be extending her tour across the country this summer.

✓ Searching for a special used book, or looking for bargains on reading? Check out 2010 NCPA Conference sponsor Time-Tested Books, 1114 21st Street, Sacramento, CA 95811. See http://timetestedbooks.net/ for more information.

✓ Know someone who is looking for quality assisted living? Be sure to ask for a tour of our monthly meeting host, Merrill Gardens, Citrus Heights.

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

Send your articles and announcements for the July/August issue 2012 to Ken Umbach, ken@umbachconsulting.com.

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

Please provide submissions in Microsoft Word (or compatible) format or in plain text (preferably **not** in pdf). 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 and illustration dimensions reasonable. When in doubt, call or email me in advance.

**The deadline for submissions for the next issue is June 25, 2012.** If you do not want your article or announcement to be lost in hundreds of accumulated email messages, use **NCPA NEWSLETTER (exactly and only that)** as your email subject heading. Send to ken@umbachconsulting.com.

— Ken Umbach, interim 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 (voice mail)  
www.norcalpa.org
**Board of Directors of NCPA**

*The following list is updated for 2012-13*

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<th>Position</th>
<th>Name</th>
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<th>Phone</th>
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<tr>
<td>President</td>
<td>Ted Witt</td>
<td><a href="mailto:tedwitt@prettyroadpress.com">tedwitt@prettyroadpress.com</a></td>
<td>916-934-8434</td>
</tr>
<tr>
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<tr>
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<td>916-852-0253</td>
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<tr>
<td>Treasurer</td>
<td>Vacant</td>
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<td>Communications Director</td>
<td>Ken Umbach</td>
<td><a href="mailto:ken@umbachconsulting.com">ken@umbachconsulting.com</a></td>
<td>916-722-6897</td>
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<td>916-812-9178 (cell)</td>
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Note: NCPA’s executive committee includes president, VP, secretary, treasurer, and communications director.

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<th>Position</th>
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<tr>
<td>Publicity and Programs</td>
<td>Norma Jean Thornton</td>
<td><a href="mailto:normathornton@yahoo.com">normathornton@yahoo.com</a></td>
<td>916-991-5751</td>
</tr>
<tr>
<td>Website</td>
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<td><a href="mailto:jim@jcwrite.com">jim@jcwrite.com</a></td>
<td>209-566-0935</td>
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<tr>
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<td>209-566-0935</td>
</tr>
<tr>
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<td>916-733-2159</td>
</tr>
<tr>
<td>Past President</td>
<td>Barry Schoenborn</td>
<td><a href="mailto:barry@wvswrite.com">barry@wvswrite.com</a></td>
<td>530-265-4705</td>
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<td>Awards</td>
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Meetings are held on the second Saturday of each month, 10:30 a.m. to 12:30 p.m. 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.