
The Pen & Press

January – February 2013



Happy New Year! Time does fly for sure.

Let's open with some announcements.

First, we are in the midst of the annual **membership renewal process**, under management of Jim Collins, who serves both as NCPA membership chair and as webmaster. Jim has brought NCPA's membership process into the 21st Century by placing the process online. The process includes registering at:

https://www.norcalpa.org/online-members/myaccount/customer_manager.php

Even members who are not currently due for renewal should register.

Online payment is via PayPal (usable whether or not you have a PayPal account). I'll quote Jim on the rest:

There is a walkthrough of the process available as a pdf you can download. See the notice on the home page (www.norcalpa.org) "Online Membership Renewal Starts Now." It's the first heading after the normal meeting announcement.

For those who prefer the old way of completing a paper form and mailing with check, there's a new form (pdf) you can download also in that notice. It's an electronic form now, so you can complete it using your computer, then print and mail to the address given on the form.

If you have any questions or concerns, contact me at membership@norcalpa.org.

If you have not already renewed, please do so (whether online or by mail) as soon as possible. Membership renewal is a key process for NCPA, and it is worth the few minutes to navigate the new process.

The **NCPA anthology project** is underway, under Ted Witt's management but the deadline has passed for submissions to that book.

The annual **book awards process** is also underway, this year also being managed by Ted in the absence of an awards chair. See inside this issue for more information.

The annual **awards dinner** is to be held at Blue Prynt Restaurant and Bar, in downtown Sacramento (<http://bluepryntssacramento.com>), on Saturday, April 27, 2013. **Mark your calendar!**

— Ken Umbach, interim editor

Message to the Members

By Ted Witt, NCPA President

We'll leave it to the motivational speaker circuit – the adrenaline-pumping Tony Robbins and Alex Theis – to dish out inspiration for your new year's resolutions. We offer no beat-the-odds dramas here, no soulful stories of writers who changed the world, no promises of riches. We know you are already motivated to write and publish; otherwise you would not be a member of NCPA.

Instead, our new year's message offers tactics – a set of tips that will put wheels on your resolutions and move them to an accomplished state. Use them to help you complete your research, write your novel, market your book or expand your network.

1. Write your goals on paper. You may think your goals are firmly set in your mind, but brain research says they are truly nebulous if they are not written down. Unwritten, they take up brain processing time and divert your attention from implementation.
2. Make your goals specific. Just having a goal to finish your book is not specific enough. Break that goal into smaller tasks, such as writing 2,000 words a week. Goals should be measurable and realistic
3. List the obstacles. What is likely to get in the way of your goal? Sleeping in? Too many people in the house? Writing potential obstacles on paper will help you manage your time and eliminate excuses for lack of performance.
4. Reward yourself. If you have written your weekly 2,000 words in the first month, give yourself the recognition you deserve. Your reward should be something you do not ordinarily give yourself. Maybe it is an afternoon at a spa. Maybe it is a gorgeous coffee-table book. Performance and reward are the ingredients to developing good habits. We recommend the book *Power of Habit* by Charles Duhigg as a how-to guide for developing new productive routines.
5. Practice urgency. Before you go to bed at night, write down one or two things on paper that you can do the next day to meet your goals. There's no need to wait or procrastinate. A to-do list makes your tasks real and urgent. You'll attain your goals more quickly by making them an urgent, daily priority.
6. Involve yourself in the NCPA community. NCPA is here to help you. Come to meetings. We are a support community. If we know your goals, we can help you, give you feedback, introduce you to experts, and encourage you when you are down. Share your goals, and we'll all succeed together.

Ted Witt is publisher at Pretty Road Press (www.prettyroadpress.com), and an author (No One Ever Told Me That: 227 Tips for School Business Administrators, and PR for the School Business Office.)

January 12, 2013 Meeting: Author Laurie Hoirup

The January meeting will feature NCPA's vice president and former treasurer, Laurie Hoirup, author of *I Can Dance: My Life with a Disability*. (This is a change from the previously scheduled speaker, Michael Troyan.)

Laurie advises, "Having recently completed a three-month book-signing tour across America, I will share my experiences, both good and bad, tell about what worked and what didn't, outline how I went about setting up speaking engagements, and offer whatever guidance I can."

Laurie is 56 years old, was diagnosed with spinal muscular atrophy (SMA 2) and has lived with a severe physical disability since the age of two, using a wheelchair since the age of five. She is retired from her position as Chief Deputy Director for the California State Council on Developmental Disabilities, is a mother of two adult children and a grandmother of three grandsons. Her memoir is available from booksellers as well as from her or her publisher, and is on Kindle. You can learn more about her story and see pictures of her growing up at www.LauriesLegacy.com.

February 9, 2013 Meeting: Author Allison Brennan

Sacramento area local award-winning crime/thriller author Allison Brennan explores a different writing technique with "No Plotters Allowed" and "Procrastination."

Ms. Brennan is a *New York Times* and *USA Today* bestselling and award-winning author of twenty books and multiple short stories. *Stolen*, the sixth book in her Lucy Kincaid series, came out in June from Minotaur. Her all-new Maxine Revere thriller series, about an investigative crime reporter who covers cold cases, will launch in early 2014 with *Maximum Exposure*.

Allison lives outside Elk Grove with her husband, five children, and assorted pets. Visit her website <http://www.allisonbrennan.com>.

Other Future Meetings

Norma Jean Thornton has been busy lining up speakers and planning other meeting themes for the coming year. Planned speakers include printing and publishing consultant Penny Callmeyer (March), accomplished freelance writer Judith Horstman (May), and past NCPA president and award-winning author T. E. (Tom) Watson (June). The April meeting is planned as a member-networking meeting and update on NCPA activities, including the April 27th Awards Dinner, to feature best-selling author John Lescroart as emcee. The December meeting will be the popular "book display and member networking" meeting. Others are to be announced.

Meetings to Continue at Merrill Gardens

NCPA has been meeting at Merrill Gardens Retirement Community, Citrus Heights, for several years. We appreciate the use of the space and the many considerations offered by Merrill Gardens over those years.

As a result of a company policy change, there will now be a fee for use of the meeting space. NCPA's board of directors discussed the new fee (\$500 for one year of monthly two-hour meetings), and approved. No changes in meeting policies have resulted from this development (meetings still free to members, guests, and visitors, as always). However, we might need to be more mindful of the time, with fewer minutes for setup and a need to vacate the room promptly. No change is expected in our 10:30 a.m. to 12:30 p.m., second-Saturday-of-each-month, meeting times/dates.

Book Awards Submissions Now Being Accepted

The annual book awards competition for books published in 2012 is now active! As with membership, entry with payment is now possible online. To purchase a book entry, go to the online store (<https://www.norcalpa.org/online-members/store/default.php>) click the book entry icon (\$65.00), enter all required information, and click the Add To Cart button. You can also enter your book for the design/layout and/or media/marketing awards. These are separate purchases but can be added to the shopping cart for a single payment.

Download a copy of the 2013 Competition Rules:

http://norcalpa.org/documents/2013_NCPA_Book_Awards_Competition-Rules_2.pdf

We strongly encourage you to use the online store to pay for your entry. However, for those who prefer to send a check, here is the 2013 Entry Form. Note that either the completed and signed entry form or a copy of the online store email receipt must be submitted with five copies of the book for judging. Make checks payable to NCPA.

Here are the key requirements:

2013 NCPA Book Awards Competition Rules (for books published in 2012)

Submission Criteria

Books must have been published for sale in the 2012 calendar year, that is, between January 1, 2012, and December 31, 2012.

New updated editions are acceptable as long as the update was published in 2012. To be considered "published," copies of the book in its published form (not merely as galley or ARC) must have been on hand and available for sale to retail consumers on or before December 31, 2012, and not have been for sale earlier than January 1, 2012.

If the copyright year or Library of Congress year (if present) is not 2012, the entrant must supply supporting evidence that the book was "constructively" published in 2012.

An entrant must be a member in good standing of NCPA at the time of submission.

Book must be in printed form. No e-book entries are being accepted.

Submissions are due no later than Thursday, January 31, 2013.

Categories

Books will be accepted in the following categories:

- General Fiction
- General Non-Fiction
- Children's
- Poetry

Design and Marketing Categories

The contest will also accept entries for:

- Best Overall Book Design/Layout
- Best Overall Marketing/Media Package

See http://norcalpa.org/documents/2013_NCPA_Book_Awards_Competition-Rules_2.pdf for the rest of the rules and procedures.

Individuals who are not already members of NCPA may join at the same time as they submit their awards entries.

Please note that the NCPA book awards process is designed this year to be self-supporting (that is, not subsidized by general NCPA funds). It does not generate a profit for the organization. The awards **dinner** is likewise designed to be self-supporting in 2013.

Entry of a book into the competition entitles the entrant to *one* awards dinner admission (included in the entrance fee). Guests are welcome at the regular \$36.00 ticket price.

Watch your NCPA Yahoo Group email and www.norcalpa.org for more information on the awards dinner.

Words and Wine Event in Clarksburg

By Laurie Hoirup, NCPA Vice President

“Gifts of Words and Wine” was a very successful book sales/signing event hosted by Carvalho Family Winery at the Old Sugar Mill in Clarksburg. The event was held on Saturday and Sunday, December 15 and 16 from 1:00-5:00 in the afternoon and was a perfect place to shop for holiday gift giving.

Approximately 40 authors participated, selling books from every genre, sharing tips, visiting with familiar faces and getting to know new ones, all while a steady stream of foot traffic flowed through this unique venue, despite the cold, damp weather.

The holiday spirit was everywhere; decorations throughout, wine tasting warming our insides, while at the same time pleasuring our palate, tasty treats to complement the drink and heavenly music floating in the air, rounding out the festivities.

Some did better than others in regards to book sales, but the camaraderie of the authors more than made up for it. Of course, it was helpful that there was no cost for the authors to set up shop, nor was there any percentage required on the sales to be shared with the winery, all making for a worthwhile endeavor.

Carvalho Family Winery was ever so gracious to host us, advertise the event, set up and tear down the tables and chairs and they have invited us back to do this again. As a matter of fact, they would like to do something like this four times a year. I'm not sure how this will play out in the future, but I wanted to take this opportunity to thank all of the participating authors, their supporters, and Carvalho Family Winery staff. Hoping that everyone had a happy holiday season!

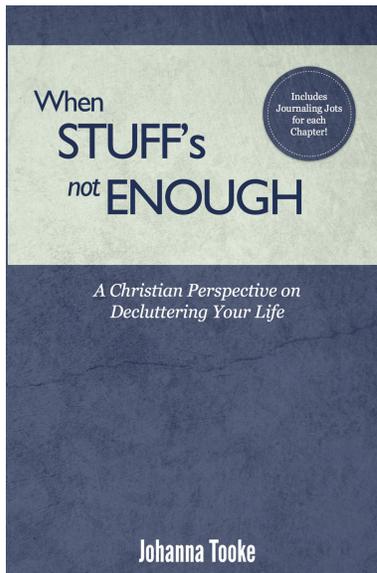
To the right: newsletter editor Ken Umbach is pictured next to the list of wineries at The Old Sugar Mill, Clarksburg.



Got Clutter? New Book Offers Help

Special to The Pen & Press

People coping with clutter in their homes, their offices, or their lives can turn to a just-published book from Umbach Consulting & Publishing. Johanna Tooke's combination of self-help guide and memoir is titled *When Stuff's Not Enough: A Christian Perspective on Decluttering Your Life*. It is available as a trade paperback (\$12.00) and as an e-book on all major platforms, including Amazon's Kindle store, the iBookstore, Nook, Kobo, and others (\$4.99).



Mrs. Tooke, of Forsyth, Montana, is a wife, mother, and school teacher who has combed the Bible and examined her own life in creating her book. Each chapter includes "Journaling Jots," starting points for each reader's reflection and writing about the issues in their lives that contribute to an excessive accumulation of "stuff."

Publisher Ken Umbach commented, "Anyone who has been in my house will appreciate the irony of my publishing a book on decluttering. While editing the manuscript, I had to stop from time to time to clean up some of my own excess stuff in this corner or that in the house."

The elegant cover was designed by Placerville, California, graphic designer and marketing consultant Shawn Hansen (<http://shmarketingsolutions.com>). Printing is through Lightning Source, and e-book distribution is via Bookbaby.com.

Elections for NCPA Offices On the Radar

By Ken Umbach, NCPA Communications Director and Interim Newsletter Editor

NCPA elects five officers: president, vice president, secretary, treasurer, and communications director. This year we are managing without an elected treasurer, with the duties being juggled by Barry Schoenborn and Ted Witt. In addition, the board has some appointed positions heading specific standing committees, variously styled as "chair" or "director." The NCPA bylaws list standing committees as follows:

Section 9.2 – Standing Committees

The standing committees are Annual Conference, Awards, Membership, Newsletter, Publicity, Speakers Bureau, and Website. 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. The Executive Committee may, upon motion of an officer and by majority vote, remove chairs of standing committees for cause and may appoint replacements.

In recent practice, publicity has been combined with a programs function, energetically filled by Norma Jean Thornton. The speakers bureau position has long been empty, but could be useful in the hands of someone willing and able to make something of it. Once upon a time it was an entry point to the board, but has long been neglected in favor of a more passive approach to listing members' speaking interests. We have no annual conference chair this year (and no "annual" conference), an interim newsletter editor, and an acting awards chair (president Ted Witt). The website function (webmaster) has been ably handled by Jim Collins. Yours truly is the current communications director (something of a catchall position) as well as interim newsletter editor.

It is a good thing to actively solicit volunteers well before March, when formal nominations typically happen, and well before the April election. I am hopeful that for the coming NCPA administrative year (which begins May 1, 2013) we will have a full slate of elected officers and will be able to fill ALL standing committee positions. We have folks with years and years of experience who will be happy to introduce newcomers to the mechanics of the organization and to the ins and outs of specific roles. Don't be shy about volunteering. "Many hands make light work," as the saying goes.

Meanwhile, this, also from the bylaws:

ARTICLE V – NOMINATIONS AND ELECTIONS OF OFFICERS

Section 5.1 – Nominations

Any member may submit names of NCPA members in good standing, including self-nominations, for consideration at least thirty (30) days prior to the annual business meeting [*which is traditionally the regular May meeting*]. Any nominee who accepts the nomination and meets the requirements of the position for which he or she is nominated shall be included in the list of nominees for that position.

Section 5.2 – Elections

Elections shall be conducted each year, via email or postal mail, at least two weeks prior to the annual meeting. A plurality shall be sufficient for election. [*In recent years an online balloting system has been used as equivalent.*]

Section 5.3 – Filling Midterm Vacancies

A vacancy in the office of President shall be filled by the Vice-President. Vacancies occurring in other positions shall be filled by appointment of the Executive Committee for the remainder of the term.

California Writers Club, Sacramento Branch Activities

CWC-Sacramento has overlapping membership and some shared interests with NCPA. The Sacramento Branch is one of 18 throughout California. Until February 2013, monthly luncheon meetings are 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.

See www.cwcsacramentowriters.org for more information.

Upcoming California Writers Club, Sacramento Branch, Luncheon Meetings

- **January 19, 2013.** Ted Witt, publisher and current president of NCPA, will discuss marketing, specifically point of sale displays (banners, placards, etc.). See www.prettyroadpress.com for more information about Ted's publishing company.
- **February 16, 2013.** To be announced. See www.cwcsacramentowriters.org.
- **March 16, 2013.** Annual "genre workshop." As of March, **new location** for the CWC, Sacramento, monthly meetings: **Cattlemens restaurant**, 12049 Folsom Blvd., Rancho Cordova. The restaurant is in the complex of shops and eateries adjacent to Hazel Avenue and Highway 50.

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. Visitors are welcome. No charge, but attendees pay for their own breakfast. See **Other News, Announcements, and Comments**, below, for the January and February 2013 speakers and topics.

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

✓ Frances Kakugawa has two January events:

- January 10: Asian Community Center, 7375 Park City Drive Sacramento, CA 95831, (916) 393-9026. Topic: "Dignity in Caregiving." Time 10 a.m. to noon. Frances will follow her presentation with a poetry writing workshop for interested people. She will use her books *Mosaic Moon: Caregiving Through Poetry*, *Breaking the Silence: A Caregiver's Voice*, and her children's book *Wordsworth Dances the Waltz*.

- January 17: Asian Community Center. Topic: “Memoir Writing: A Shovel to Dig Roots.” Time 10 a.m. to noon. Her lecture will be based on her book *Kapoho: Memoir of a Modern Pompeii*. A short workshop on how to find that shovel and pen to start digging and writing will follow her lecture.

Frances currently facilitates three monthly group sessions:

1. Poetry Writing Support Group for Caregivers
2. Memory Miners: writing and editing your own memoirs
3. Pulitzer Poets: Poetry Writing. People in the medical profession are encouraged to join this group. The question was posed to Frances by the Medical School at the U of VA recently: Can physicians be humanized through poetry? The answer is yes.

Email: fhk@francesk.org

✓ Carolyn Singer of Garden Wisdom Press in Grass Valley has just released her new book, *The Seasoned Gardener, 5 Decades of Sustainable and Practical Garden Wisdom*. The book is 8.5” x 11”, 352 pages, with 515 photographs, filled with detailed information on many aspects of gardening, from containers to large edible gardens, flowers and herbs to fruit trees and ornamentals. For more information <http://carolynsingergardens.com>. She will be promoting the book on the Fred Hoffman show on KFBK January 13th and KAHN (Auburn) on February 23rd.

✓ Steve Liddick, CWC, Sacramento Branch, newsletter editor, board member, communications director, and author of the memoir *But First This Message: A Quirky Journey in Broadcasting*, will make the January 4, 2013 Writers Network presentation on the subject: “How to Get Promotional Time and Space in the Media and What to Do When You Get It.” Liddick is retired after nearly a half century as a print and broadcast journalist. He will offer tips on landing an interview and how you can get the most out of the opportunity when you are interviewed. Meeting: 9:00 to 11:00 a.m., at IHOP, 2216 Sunrise Blvd., Rancho Cordova, CA.

✓ Dahlynn McKowen and Ken McKowen, creators of the *Not Your Mother's Book* anthology series, will speak at the February 1, 2013, CWC, Sacramento, Writers Network meeting, on writing for anthologies and offer tips for submitting stories. *Not Your Mother's Book . . . On Being a Woman* and *Not Your Mother's Book . . . On Being a Stupid Kid* are the first two titles released, followed by *Not Your Mother's Book . . . On Dogs*. They are looking for stories for 30-plus new NYMB titles. Submission guidelines can be found at www.PublishingSyndicate.com. Meeting: 9:00 to 11:00 a.m., at IHOP, 2216 Sunrise Blvd., Rancho Cordova, CA.

✓ Sacramento boomed when 49ers flocked to California, but the road from riverfront trading post to cosmopolitan capital was bumpy and winding. NCPA member and local historian Cheryl Stapp's upcoming book, *Sacramento Chronicles: A Golden Past*, reveals the setbacks and successes that shaped the city. Scheduled for publication in March 2013. Look for an article about the book in the next *Pen & Press*.

✓ Margie Yee Webb announced that Publishing Syndicate has set a story submission deadline of May 1, 2013, for *Not Your Mother's Book . . . On Cats*. Margie, co-creator of *NYMB . . . On Cats*, wants your true funny, silly, and endearing cat stories of 500 to

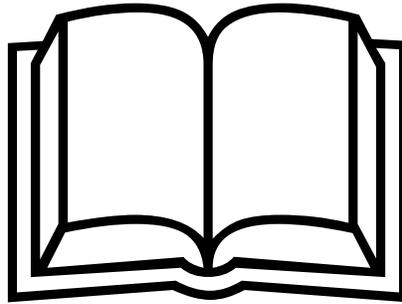
2,500 words. See submission guidelines for *Cats* along with 30-plus NYMB titles at www.PublishingSyndicate.com.

✓ See the box on the next page of this newsletter for current mailing address for NCPA. Please note that the old O Street (Sacramento) mailing address is GONE. Send no mail there, as it will be returned or discarded. The old voice-mail phone number is also gone. Currently, president Ted Witt is offering his phone number as a point of contact. See the board list below. Note that other mailing addresses are provided for some purposes (for membership and for book awards, specifically, at this time). See the pertinent forms and procedures. If in doubt, you can email ken@umbachconsulting.com for assistance.

✓ 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 November/December 2012 issue to Ken Umbach, ken@umbachconsulting.com.

Use “NCPA NEWSLETTER” as the email subject heading!

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

The absolute deadline for submissions for the next issue is February 28, 2013. **Please submit material before the deadline — by February 21st if possible!** 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.

Mailing address:

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Board of Directors of NCPA

The following list is updated for 2012-13

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Treasurer

Vacant

Communications Director

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Note: NCPA's executive committee includes president, VP, secretary, treasurer, and communications director.

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Past President

Barry Schoenborn
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530-265-4705

Awards

Position is open!
Acting chair: Ted Witt

Speakers Bureau

Position is open!

Conference Chair

Position is open!
No conference for 2013.

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.