Summer is here, and of course the active mind turns to—what else?—picking a few good books for leisure reading in the backyard, on vacation, or just propped up in a comfortable chair with a nice glass of Pinot Noir (or iced tea, hot coffee, or whatever works for you).

On the list for many of the active minds in NCPA I trust will be our new anthology, *Golden Prose & Poetry*, written by members and published by Pretty Road Press in cooperation with our association.

Speaking of writing by our members, here are the results of a recent poll of members taken by way of our Yahoo group:

**POLL QUESTION:** How many books do you plan to publish (not write, PUBLISH) [in] 2013?

**CHOICES AND RESULTS**

- None (0), 4 votes, 26.67%
- 1, 6 votes, 40.00%
- 2, 2 votes, 13.33%
- 3 or more, 2 votes, 13.33%
- Not sure. To be determined., 1 votes, 6.67%

Only 15 of the approximately 80 members in the Yahoo group participated in the poll (we can do better, folks!), so the results are far from comprehensive. That said, the results suggest that the participating members plan to publish at least 16 books among them this year. The actual total for the full membership should be far larger, of course. And that foretells what could be an active book awards competition next year for books published by members in 2013. Books written by members but published by others (whether independent publishing companies or large commercial publishers), also eligible for the competition, could add to the total.

I am hopeful that members with newly published or forthcoming books will share information on them for *The Pen & Press*. Every example helps other members to learn about writing and publishing, and each helps inspire other members. And each might be future summer reading.

— Ken Umbach, interim editor
NCPA Seeks to Grow Membership Throughout Sacramento and Northern California

By Ted Witt, NCPA President

Membership will be a priority this administrative year as NCPA seeks to grow to 100 members throughout Greater Sacramento and all of Northern California. Current membership hovers around 80 persons.

Member Sharon Darrow of Sacramento (www.sharonsdarrow.com) has volunteered to assist in membership administration, development, and recruitment this year. (One of her books is *Bottlekatz: A Complete Care Guide for Orphan Kittens.*) She will be working with me to develop a member survey to assess member needs and expectations for NCPA. We also will be developing new membership brochures and enhancing membership benefit statements for our website and collateral marketing materials.

Our survey will help us fine-tune our meetings and develop other training and professional development activities—both in person and virtual—that make independent publishers successful. We have a unique niche. We are more than a writing group; we are committed to independent and self-publishing, and we must make sure we are delivering the services that make authors successful working with or as publishers.

Currently membership applications are available online at www.NorCalPA.org or at each of our Saturday meetings. We encourage you to introduce a fellow author or publisher to our association. Look for our survey, and, as always, talk to me or to Sharon, with your ideas, suggestions, and advice about how NCPA can work best for you.

July 2013 Meeting Special Event: Old-Fashioned Networking & New Technology Tools

In addition to personal networking, technology will be the focus of tips for NCPA’s July meeting when we demonstrate four software programs and applications that can help make authors and publishers successful.

The meeting will be held at 10:30 a.m., Saturday, July 13, at Merrill Gardens Retirement Community, 7418 Stock Ranch Road (north of Greenback Lane, just west of Sylvan Road), Citrus Heights, California, Sun Terrace room, third floor.

The meeting is open to members and non-members. Bring a fellow author or aspiring self-publisher. The technology tips will start with a demonstration of how to make a quick and dirty book trailer using the Internet application Animoto or the iPhone application Director.

If you have been avoiding the creation of a web page, don’t know where to start, or want to start blogging so that you can develop an author’s platform, you will want to see how easy it is to set up and use a WordPress site. If you are already using WordPress software, learn how to install some new plug-ins and widgets that will bring additional power and visibility to your site.
Another useful tool is already in your quiver of tools – the NCPA Yahoo Group. Get a brief overview of the functionality. Learn how to exploit all its potential for networking, professional development and promotion. We’ll also spend a minute on the etiquette of online users groups.

Is it hard for you to keep up with Facebook, let alone Twitter? Do you think you are too busy for social media? Maybe you are just confused by all the options. We’ll demonstrate HootSuite and explain how you can pre-write messages and dole them out on social media over time.

In addition to our featured technology demonstrations, we will give meeting participants a list of 10 phone applications that any author-publisher should have access to for serious research, writing, marketing, and business.

Before we start on tips for the day, we will also use our July meeting for networking and to practice the “quick-pitch,” also known as the elevator speech. Come prepared with your 30-second introduction that includes a specific call to action. We’ll be voting for the top three, and awarding prizes. Don’t be intimidated. It is practice among friends. If you have not crafted your elevator speech, look elsewhere in this edition of the newsletter for an article with advice on how to develop yours. Remember, it’s not a test, it’s a conversation with friends, and it is your usual monthly introduction, fine-tuned for marketing.

For networking, please come with questions, ideas, resources, and a readiness to help a colleague.

We won’t neglect our anthology project in July. We’ll give an update on our marketing progress for Golden Prose & Poetry, show some pictures, hand out flyers, and ask for more help as we showcase the work of NCPA authors all across the United States.

Finally, we’ll have a quick four-minute business meeting to stay true to our bylaws, giving a review of NCPA finances and goals for the current fiscal year.

**Other Upcoming Meetings for 2013**

Mark your calendars for the rest of the year:

- August 10, 2013, Stephanie Chandler. “Internet Marketing”
- September 14, 2013, Amy Rogers, “Audio Books”
- October 12, 2013, Jennifer Basye-Sander, topic to be announced
- November 9, 2013, Teresa LeYung Ryan, “Platform Building”
- December 14, 2013, the popular annual “Book Display” and member networking event

*Thanks go to Norma Jean Thornton for her energetic recruitment of speakers and selection of topics for our meetings.*
A Few Words from NCPA Treasurer Laurie Hoirup

I find it hard to believe that I am beginning my fourth year with NCPA and I must say being involved as a board member has certainly taught me a lot. I have always felt that if you are going to be part of something, give it your all and you will be amazed by what comes back to you in return.

I began as treasurer towards the end of my first year and it was a great learning experience. As treasurer, I learned about the bills, the awards dinner, membership and all that goes along with each. I enjoyed every aspect of it and since I like working with numbers and I pay attention to detail, it really was a great job for me.

I left that position, moving onward and upward to Vice President near the end of my second year. I initially had high aspirations in regards to that role, but due to travel, health and other commitments, I must admit I really did not hold up my end. Luckily, our then-president did more than his share in so many ways and did a fine job without my help. Hats off to him and shame on me, with the promise I will do better in the future.

Knowing that the treasurer position didn’t ever get filled last year, though our past president was gracious enough to take care of the necessary business, and that there was an interested person in the vice president slot, was just the nudge I needed to volunteer as treasurer once again.

So here we are, almost at the close of my third year and I am pleased to say that I am still an active participant in this organization. Once all of the financial documents and necessary materials were turned over to me, I immediately felt comfortable in the role and knew this was my place.

Many of the board remain the same, with two new faces to share in the work and the fun. It’s always exciting to get fresh ideas and though we often feel as though we’ve been there done that, seeing things through new eyes often provide a better way to get some past challenges accomplished.

As we begin this new year, I am hoping that we can recruit more members into the organization and more members to take on active leadership roles. This year the anthology was published and perhaps in this upcoming year we can conduct a one-day workshop. I would like to also see a member of the month reinstated, as it gives people the opportunity to speak to a group and learn how to toot their own horn; a much-needed skill in the world of writing and publishing. I welcome any and all ideas for the future direction of NCPA.

—Laurie Hoirup, NCPA Treasurer, and author of I Can Dance: My Life with a Disability

NCPA’s Anthology Launched!

NCPA’s anthology, Golden Prose & Poetry, is now published and has entered the marketing phase of the project that showcases NCPA work while giving members additional first-hand experience in the publishing process.

Nearly 300 copies of the book are in circulation. The title can be obtained from contributing authors or online through Amazon.com.
Friends, fans, and avid readers joined authors for a book release party May 28 in El Dorado Hills. More than 71 people passed through the doors and enjoyed dinner and drinks while either signing or asking for autographs.

Contributing author Denise Lee Branco has been coordinating social media for the book’s marketing program. If you have not “liked” the book’s Facebook page or followed the book on Twitter, we encourage you to participate in the discussion. For Facebook, look for Golden-Prose-Poetry. For Twitter, follow @GoldProsePoetry.

Use your social media connections to comment on a story, write mini-reviews, promote the book to your friends, and keep up to date on author news and appearances.

In addition, the book has its own web page. You can visit www.GoldenProseandPoetry.com to see it.

Amazon purchases and Amazon book reviews are appreciated as we seek to push up our sales rank and reach our goal of selling 1,000 copies.

*Accompanying photos are from the book release party, held at the Purple Place Bar and Grill in El Dorado Hills.*

**The Curious Stories of Reno Area Street Names**

*Special to The Pen & Press*

Forthcoming from Umbach Consulting & Publishing is *There’s No Lake on Lake Street! Colorful Origins of Street and Place Names in Reno, Sparks, Carson City, and South Shore Lake Tahoe*, by James D. Umbach.

The last names are not coincidental, as James is son of the publisher, NCPA member Ken Umbach.

“I’ve been telling James for years that he should write a book, and he finally did,” the publisher said. “It’s a fun book, drawing on a vast trove of historical newspapers, books, and archives to tell readers the stories behind street, park, and school names in the region.”

James D. Umbach, always known as James to his immediate family, is Jim or Jimmy to his co-workers and bosses at John Ascuaga’s Nugget in Sparks, Nevada. His endless store of trivia and local lore serves him well in relating to guests at the hotel.
There is indeed no lake on or near Lake Street, and James explains why, as well as telling the story behind the naming of a short street called Long and countless other stories. “Sidebars” drawing from long-ago newspapers, books, and magazines help to bring the history and personalities standing behind street and place names to life.

The book is formally scheduled for publication on July 22, 2013 as a trade paperback list-priced at $11.95. It will be available from the usual online bookstores and by order at local bookstores, or from the publisher. The publisher anticipates that it will be stocked in gift shops and bookstores in the Reno, Sparks, South Shore, and Carson City area, and well received by locals as well as visitors. An ebook version has not yet been planned.

The whimsical cover, playing on the title, was designed by Placerville graphic designer Shawn Hansen.

The author has a website for the book: www.renostreetnames.com.

**Introducing The Nonfiction Authors Association**

*Special to The Pen & Press*

Launched by NCPA member Stephanie Chandler, the Nonfiction Authors Association is an online community for authors to connect, learn, and exchange ideas. The association’s primary mission is to help members by providing educational resources and community support for marketing nonfiction books. “Book publishing and marketing can be a lonely journey,” Chandler explains. “We aim to make that journey a bit easier by connecting members with industry experts and fellow authors in a supportive environment.”

The new association has two membership options: Basic (free) and Authority ($19/month). All members receive a free online profile, a member badge to feature on their website, and live access to monthly teleseminars (two events per month featuring publishing industry experts and authors with success stories to share). Authority members receive event recordings, private forum access, marketing homework sent via email each week, and special member discounts.

Author, publisher, and speaker Stephanie Chandler notes, “Join us to discover the many ways that you can grow your audience and sell more books! Register and claim your free profile at www.NonfictionAuthorsAssociation.com.”

*Author/Speaker Details: www.StephanieChandler.com*

**Three Tips to Help You Craft Your Elevator Speech**

*By Ted Witt, Pretty Road Press*

An “elevator speech” is a short sales pitch, not necessarily given in an elevator, but short enough that it can be quickly delivered anywhere to a captive audience. Here are three tips to keep in mind when creating your speech.
Quickly Size Up Your Audience

Tailor your conversation to your audience. This may require you to ask a question. If you are selling children’s books, you may want to ask the person beside you if they have children or grandchildren. If you book does not match the demographic they exhibit, look for relationships and alliances. Look for common interests. For example, my books are for school business administrators, but information in one of my books can be applicable to anyone required to make a decision. So if I am talking to a small business owner, I can incorporate a line that says, “If you’re ever facing a decision on expansion or new products, my book will avoid some common decision-making strategies.”

Find a Benefit to Your Prospective Customer

An elevator speech is not about you or your book. It is about the person you are talking to — the listener, your potential customer.

When marketing your own book with a 30-second speech, you must answer the question, “So what?” Why should the listener care? You must appeal to a prospect’s needs, wants and desires. Think reader benefits, not book features.

Benefits accrue to readers through appeals to emotion, ego, entertainment, power, money, success, suspense, curiosity, pleasure, and knowledge.

If you say, “My book is about vampires.” That is a feature. The prospective reader got no benefit. Instead, you might say, “My vampire story will keep you up at night and then send you to tears.” Now you have appealed to a reader’s emotions. Having piqued curiosity, you can follow up.

Call to Action

Never leave a conversation without invoking a call to action. Make it easy for a person to get your book, even in awkward situations. If you are in an elevator, you might say, “If you give me your card, I’ll send you a free chapter.” If you are at a book signing, ask, “Can I sign my book for you?” If you are selling a romance book to a man in your office, suggest, “Can I gift wrap my book for your wife?” If you are in a group setting, ask people to visit your website. Give them a phrase, meme or mnemonic that will help them remember your site. Ask questions that require your prospective customer to act.

The Promotional Whirl: An Author’s Update

By Laurie Hoirup

This time last year I was preparing for a journey of a lifetime; my cross-country book tour. I left CA in mid-June, traveled and did presentations in Colorado, South Dakota, Minnesota, Wisconsin, Illinois, Massachusetts, Pennsylvania, New York, Washington DC, South Carolina, Florida, Louisiana, Mississippi and traced our beginning steps back home again, just shy of 14,000 miles. Having met so many wonderful people and seeing so many incredible places and sites will always hold a special place in my heart.
This year, I’m staying a little closer to home, but still promoting my memoir. I am first participating with a group of colleagues in a Local Authors Showcase at the Arden-Dimick library. Then I head south to Anaheim, where I will be a member of a panel and an exhibitor at a conference focused on my disability. Upon my return north, I will be speaking to a group of ARC statewide chapter executive directors (a group that provides advocacy for individuals with developmental disabilities). To think, all of this will occur before June’s end.

July will find me presenting to two different assisted-living centers in Carmichael and Roseville, and independent living center in Sacramento and I am honored to also participate on two different days at the State Fair Author’s Corner, which was a direct result of my having one first-place in the nonfiction category for the NCPA Annual Book Awards competition.

I still have many more days to fill up with other promotional opportunities, but I feel as though I have a pretty good start, which should lend itself to many more leads and potential book sales. I am very excited about each and every future event.

*(Laurie’s memoir, I Can Dance: My Life with a Disability, was published in 2012 by Umbach Consulting & Publishing, Citrus Heights, California.)*

**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. Starting in March 2013, monthly luncheon meetings are at Cattlemens restaurant, 12049 Folsom Blvd., Rancho Cordova. Meeting fee is $12 for members and $14 for non-members, and includes a buffet lunch. No luncheon meeting in July, August, or December.*

See [www.cwsc sacramentowriters.org](http://www.cwsc sacramentowriters.org) for more information on CWC, Sacramento Branch, and its meetings and activities.

**Upcoming California Writers Club, Sacramento Branch, Luncheon Meetings**

- July: no meeting
- August: no meeting
- Meetings resume on third Saturday of September, after the summer break. (See [www.cwsc sacramentowriters.org](http://www.cwsc sacramentowriters.org) for details.)

**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. No meeting in July. Next meeting August 2, 2013.

**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. (See www.cwc sacramentowriters.org for details and to confirm dates.)

Other News, Announcements, and Comments

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

✓ NCPA member Cheryl Anne Stapp has recently received a new contract from the History Press to write her third book, this one about the history of the stagecoach in Northern California. Her first book Disaster & Triumph: Sacramento Women, Gold Rush Through the Civil War, was self-published in 2012 and won prizes in 2013 from both NCPA and the New Indie Book Awards national competition. The History Press published her Sacramento Chronicles: A Golden Past in February 2013. Anticipated publication date for “Stagecoaches” (exact title to be determined) is July 2014.

Disaster & Triumph: Sacramento Women, Gold Rush Through the Civil War, and Sacramento Chronicles: A Golden Past, are both available on Kindle as well as in printed editions.

Website/blog: http://CherylAnneStapp.com "California's Olden Golden Days"

✓ Congratulations to NCPA members Margie Yee Webb and Kim Edwards, taking office as (respectively) president (a return engagement) and secretary (continuing) of the Sacramento Branch, California Writers Club. Congratulations also to Kim as 2013 Jack London award winner for exceptional contributions to CWC over the past several years. Former NCPA member Steve Liddick is the new 1st vice president (programs) for the branch. Congratulations to him as well.

✓ SPAN, of which NCPA is an affiliate, is now APSS: Association of Publishers for Special Sales. The organization is revamping its focus under new executive director Brian Jud. See www.spannet.org/page/what-is-apss for more information.

✓ Be sure to visit the California Authors Booth at the upcoming California State Fair. See www.bigfun.org for more information. The fair runs July 12 through 28, 2013.

✓ 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 newsletter 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 deadline for submissions for the next issue is close of business, Monday, August 26, 2013. Please submit material before the deadline 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
Northern California Publishers & Authors
6966 Sunrise Blvd., #263
Citrus Heights, California 95610
www.norcalpa.org
## Board of Directors of NCPA

The following list is updated for 2013-14, as of April 30, 2013

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<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<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>
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<tr>
<td>Vice President</td>
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<td>Secretary</td>
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<tr>
<td>Treasurer</td>
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<tr>
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</tr>
<tr>
<td>Publicity</td>
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<td><a href="mailto:normathornton@yahoo.com">normathornton@yahoo.com</a></td>
<td>916-991-5751</td>
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<tr>
<td>Programs</td>
<td>Norma Jean Thornton</td>
<td><a href="mailto:normathornton@yahoo.com">normathornton@yahoo.com</a></td>
<td>916-991-5751</td>
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<tr>
<td>Membership</td>
<td>Pending. Contact Jim Collins or Ken Umbach with questions.</td>
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<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>
</tr>
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<td>Website</td>
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</tr>
<tr>
<td>Newsletter (interim)</td>
<td>Ken Umbach</td>
<td><a href="mailto:ken@umbachconsulting.com">ken@umbachconsulting.com</a></td>
<td>916-812-9178 (cell)</td>
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<td>Awards</td>
<td>Position is open!</td>
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<tr>
<td>Conference Chair</td>
<td>Position is open! (Could coordinate workshops or seminars instead of full conference.)</td>
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<tr>
<td>Speakers Bureau</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.