
The Pen & Press

September — October 2013



NCPA has had a few developments members should know about.

First, vice president **Penny Callmeyer** resigned her position, and the resignation was accepted by the board. We

wish her well with whatever other activities and opportunities she chooses to pursue. The executive committee has approved the appointment of **Dennis Potter** (whom many of you know as a regular attendee at our monthly meetings) as our new vice president. Thanks, Dennis, and welcome to the board!

New to the board is **Rosa Umbach**, now serving as chair of the **awards dinner** committee. Although Rosa rarely attends monthly meetings (she is often occupied by other volunteer roles and by activities with our grandchildren on Saturdays), she is well known to many members as a former membership chair, as chair of the 2010 NCPA conference at the Red Lion Inn, Sacramento, and as chair of the 2011 awards dinner at Cattlemen's Restaurant in Roseville. See inside this issue for a "Save the Date" announcement for the 2014 awards dinner.

In other news, Linda Bello-Ruiz is joining the newsletter committee, with an eye to transitioning to the committee chair/editor slot. See inside this issue for an article on Linda's just-published memoir.

Also in this issue you will find information on upcoming monthly meetings, including the September 14th meeting featuring Stephanie Chandler, on the topic of Internet marketing. We have a nice lineup of informative speakers, plus the popular December book display and member networking special meeting.

This issue features the first installment of a series on the "Nuts & Bolts" of Northern California Publishers & Authors — background and discussion of how the organization works (or is supposed to work) and insight into mechanics of its functions.

Also featured is Joyce Mason's article on putting into effect some of what she learned at our August meeting, in which president Ted Witt presented marketing tools and techniques. You will also find Norma Jean Thornton's report of the surprise July meeting honoring Ted for his energetic efforts, including his leadership of the NCPA anthology project.

Finally you'll find some notices and announcements. Some of those are time-sensitive, so don't delay reading this issue.

— Ken Umbach, interim editor

September 2013 Meeting to Feature Stephanie Chandler on Internet Marketing

Stephanie Chandler is an entrepreneur, author, publisher, and speaker, a long-time member of NCPA who has much to offer about a key issue for independent publishers and authors: how to use the Internet to market yourself and your work. She is always informative, with well attended presentations at past meetings and conferences. Plan to come EARLY (well before the 10:30 starting time) to get a good seat, and possibly to get a seat at all.

Stephanie's topic: Own Your Niche on the Internet and Beyond: Simple Strategies to Build Your Audience and Sell More Books

Before self-publishing her first book, Stephanie Chandler decided to build an audience online. The success of that effort led to book contracts with several traditional publishers, corporate sponsorships, major media coverage, product sales, and a variety of other opportunities. In this content-rich presentation, she shares the lessons that authors can use to effectively build an audience online.

You will learn how to:

- Identify and attract your ideal audience online
- Create an effective website and optimize it for the search engines
- Leverage blogging to increase traffic and increase sales
- Conduct interviews with internet media sources
- Use articles, podcasts, videos, and content marketing tactics to boost traffic
- Expand revenues with information products
- Utilize Facebook, Twitter, LinkedIn, Google+, and Pinterest—all without a big time commitment (really!)
- Build an effective book marketing plan

With so much competition in the publishing field, it is critical that publishers and authors find innovative ways to promote their work. Whether you already have one, two or twenty books to your credit or you are just getting started; effective internet marketing strategies can have a dramatic impact on your publishing success.

Stephanie's latest book is *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books* (Authority Publishing, June 2013). To learn more about Stephanie, see www.stephaniechandler.com.

NOTE: because of other meeting activities and the need to be done with the room by 12:30 p.m., member and visitor self-introductions must be limited to 30 seconds per person. Please plan and practice your "elevator speech" accordingly.

Other Upcoming Meetings for 2013 (and Beyond!)

Mark your calendars for the rest of the year. Note some changes since last month's announcement). Information courtesy of Norma Jean Thornton.

- October 12, 2013, Jennifer Basye-Sander: “Could Hemingway Get a Book Deal in Our Time? A Look at the Publishing Past to Understand the Publishing Future.”
- November 9, 2013, Teresa LeYung Ryan, “Platform Building”
- December 14, 2013, the popular annual “Book Display and Member Networking” event
- January 11, 2014, Amy Rogers, on “Audiobooks”
- February, March, and April 2014, to be announced. May 2014 will introduce the new NCPA board and include a *brief* annual business meeting.

Thanks go to Norma Jean Thornton for her energetic, creative, and effective recruitment of speakers and selection of topics for our meetings.

Norma Jean adds: If you have any suggestions for guest speakers, and/or topics, please let me know (normathornton@yahoo.com). I'll do what I can to book 'em!

Surprise July Meeting Honoring President Ted Witt Huge Success

By Norma Jean Thornton

The regularly scheduled NCPA 13 July meeting was hijacked early in the meeting, by the other 19 fellow Authors of the NCPA Anthology, *Golden Prose & Poetry*, when NCPA President Ted Witt was honored with a cake and a Resolution for his above-and-beyond efforts with the anthology.

The cake, ordered and handled by Kim Edwards, was decorated as an exact replica of the cover of the Anthology, and was also to congratulate the 20 fellow authors, plus celebrate NCPA as a group.

Since the anthology part was a surprise for Ted, we couldn't publicize it, but we incorporated a finger-food potluck for the entire membership to participate in and it was a HUGE SUCCESS! We had so many great munchies, and the members, plus guests, in attendance were having such a good time visiting, networking, and eating, the consensus was to reschedule the rest of the planned program into August, rather than have to rush through it.

The only thing we covered was the elevator speech, but Ted was open to doing it again, in August for those who weren't in attendance in July or wanted to have another shot at it.

Thank you SO MUCH for all who participated in bringing such great food from the fresh blackberries and other fruits, to the chips and dips, cakes and cookies, plus other munchies.

A big thank you to Kim Edwards and Laurie Hoirup for suggesting a thank-you scenario, Tammy for cleaning up most of the mess, Merrill Gardens for providing coffee and ice water plus cups and napkins, Wes and others for taking pictures, and everyone who was there, for just being there. This was the best turnout we've had for a while.

And, as a follow-up, the rescheduled program from the hijacked July meeting was covered during the August 10 meeting, to an enthusiastic crowd.

Save the Date: Sunday, April 27, 2014, Awards Dinner

Rosa Umbach, Awards Dinner Chair, reports, “Planning the annual dinner has begun. As the planning progresses, more details will be announced. We hope you plan to attend.”

Stay tuned for more information by email, on norcalpa.org, via the newsletter, and more than likely, delivered right to your mailbox via the good old U.S. Postal Service.

The awards dinner chair, please note, is responsible for planning and managing NCPA’s annual event unveiling winners of awards for books published the prior year — for the 2014 event, of course, published in 2013. In some past years, the Awards Committee chair has done double-duty, also managing the dinner. In other years, the functions have been handled separately. Rosa managed the successful dinner in 2011 and at the last board meeting agreed to tackle the 2014 dinner.

As of newsletter deadline, NCPA is still seeking an AWARDS chair, the person who will oversee the procedures for accepting and judging books submitted by members for awards consideration.

Linda Bello-Ruiz Publishes Revealing Memoir

Special to The Pen & Press

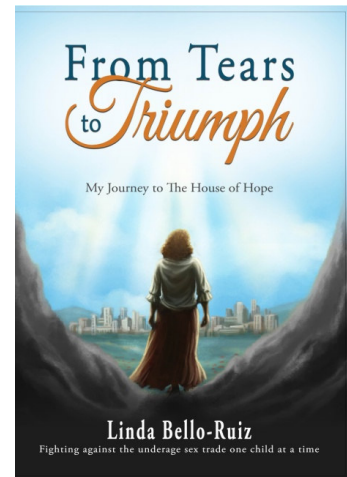
NCPA member Linda Bello-Ruiz is proud to announce the release of her memoir, *From Tears to Triumph, My Journey to The House of Hope*.

Linda reported, “After three years and three months of writing, re-writing, editing, polishing, and publishing, *From Tears to Triumph, My Journey to The House of Hope* has popped into the book world!

“My book,” she explained, “is about hope and redemption. Have you or someone you know made bad choices in life and wondered if life would ever be ‘normal’ again? Have you had your heart torn out and your shattered dreams lying in your young hands and wondered if life was even worth living? Maybe you’ve wondered what it would be like to leave your sorry past behind and join a group of peaceful hippies, promising peace and love?”

The book answers such questions as: Is there triumph beyond the tears? Is there hope in the midst of despair?

Linda invites readers to join her on her journey to hope, to travel with her through the moment when life wasn’t worth living and then into life in a radical religious commune; to accompany her to a Mexican jail and wonder if you’ll see the light of day; to jump in a jeep and experience a road trip through Central America; to walk with her as she meets the President of Costa Rica and his wife, Dona Karen; to be next to her in a walk into the red light district of San Jose, Costa Rica, feeling the pain of the underage prostitutes working in the sex trade to survive.



“Be with me,” she says, “as a desperate man gives me his young, scared daughter. Feel your heart smile as you experience the triumph that comes from finding purpose and giving love to those who most need it. Join me on my journey to The House of Hope”



Linda (Caridad) Cassells Bello-Ruiz co-founded and directed The House of Hope in San Jose, Costa Rica. After returning to the United States she earned a bachelor’s degree in Organizational Behavior from the University of San Francisco and a master’s degree in Psychology from Sonoma State University in Rohnert Park, California. She worked as a bilingual vocational rehabilitation counselor in Santa Rosa, California, for 26 years and consulted as a vocational expert on disability in litigation for five of those years. The mother of four grown children, she is now retired

and divides her time between Lincoln, California, and Barra de Navidad, Jalisco, Mexico.

From Tears to Triumph is now available on Amazon.com. Autographed copies are available on the website: <http://www.lindabelloruiz.com>.

Book Signing: Saturday, September 14th at 1:00 pm in the Placer Room at Kilaga Springs; 1187 Sun City Blvd., Lincoln, inside Sun City Lincoln Hills. Contact: Linda Bello-Ruiz at (707) 331-3684 or (916) 543-7952.

Nip Fear and Overwhelm, Get Animated!

By Joyce Mason

As usual, the offerings at our August 10 NCPA meeting on marketing were so rich that I felt like I should go home and take an Info Seltzer. (If you’re laughing, you might want to read the article where I invented this fictitious drug for modern times to cure our epidemic malady, Information Indigestion.)

I decided having a lot of tools on my plate is like eating those ginormous plates of pasta at Buca di Beppo. You can only do it one bite at a time. So I zeroed in on the one tool from Ted’s presentation that turned me on most, making brief “infomercial” videos on Animoto. These would work great on my website and blogs—and yours—for promoting our books.

Before I share what happened next, let’s pause to address what stops many of us even more than the overwhelm inherent in many choices of tools with limited time and energy. It’s related—the overwhelm and lack of self-assurance to learn something new. I’m a baby boomer. I went to college, got a job, and except for training to keep me up-to-date in my work, I had no idea I had signed up for a new paradigm where I have to learn new computer tools, what feels like every ten seconds. To do anything in the world successfully nowadays, it’s a given.

I’ve learned by the painful results of procrastination; I just have to face the fear square in the eye and stare it down. One of the giveaways at the meeting was a plaque with this wonderful quote:

**“COURAGE IS BEING SCARED TO DEATH,
BUT SADDLING UP ANYWAY.” — JOHN WAYNE**

I took the time to address these psychological factors because I know they’re real for me, and I suspect they’re real for you. The truth is that all the things I have learned about computer and internet tools were taught to me by someone who learned them from someone else in a big Round Robin of “each one, teach one.” Usually, the new skill is so much simpler than I thought; I end up feeling terrible that I took so long to get over my fear and dread instead of just getting on with it.

Here’s what I discovered about Animoto. It’s very intuitive and involves only knowing how to upload pictures onto a website and to type in captions. You can use about five photos in the free 30-second-max video. If you don’t know how to upload, ask a friend who does. You can use your own pictures or some stock photos provided on the site. Even though the music is limited for the Lite (free) version, it’s surprisingly good. Start on the Animoto opening page with the blue button on the upper right that says Create.

Here are two videos I did the day after the meeting. The first one took me a half-hour, because it was my first time. The second one took ten minutes. I have been “working out” to develop my computer skills over the past seven years, so I might be faster than your first efforts—but even if it takes you a couple of hours, I think you’ll agree the product Animoto produces is worth the time investment. Click on the links to see my trailers.

Books on Chiron (my astrological specialty)

- <http://animoto.com/play/4cXSMwxSYF8exWDPgKU0tg>
- <http://animoto.com/play/VW9pdLS70Pij4M5B4EkevQ>

I posted the first video on Facebook, Twitter, LinkedIn, and Pinterest and did a brief blog post to share it. So far, one person retweeted it to her followers and I’ve gotten Likes and comments. I’ll post it again in a few days. You can download your Animoto videos to YouTube, if you have an account. Expanding to Animoto’s paid version with more features like longer videos is very reasonable, if you really get into it.

Lastly, I can’t tell you how much fun it is. I always wanted to make movies, an interest this terrific do-it-yourself opportunity revived. I hope lots of you will try Animoto and share your results with us.

Thanks again, Ted, for turning us on to another great marketing tool.

Where DID that “Used Book” Come From?

The following, reproduced and adapted with permission of Marion Gropen, “List Mom” for the Yahoo “Self-Publishing” group, will be an eye-opener for some NCPA members who have wondered why copies of their books show up in unexpected places. For more information about Marion and her work, see www.GropenAssoc.com and her blog, www.GropenAssoc.com/blog. Also see the note at the end of this article.

Source: <http://finance.groups.yahoo.com/group/Self-Publishing/message/118118>.

From: Marion Gropen

Sent: Tuesday, August 13, 2013 3:50 PM

To: Self-Publishing@yahoogroups.com
Subject: Re: [Self-Publishing] new book "Used and rare"

On Aug 13, 2013, at 1:59 PM, Robert Egby <robert.egby@...> wrote:

> I happened to check on the status of the book with Indigo/Chapters Books
> in Canada and find it listed as “Used and Rare.” I emailed the firm
> almost a week ago querying how it could be “used”. There has been no
> response to date.

[Marion’s response:]

This is [a “frequently asked question, FAQ].

The answer is simple they don't have the book. There are literally thousands of people and companies out there that upload a complete listing of every book in print, or recently out of print, sometimes within a certain BISAC grouping, or sometimes all of them.

They put up a listing for these books, and if someone tries to buy it, then they try to secure a copy. Either the book is available as an ARC after a reviewer has sold off the excess, or it will be available from the POD printer (LSI or CS usually) or it will be available through Ingram or B&T or directly from the publisher.

They count on being able to get most books for standard terms of trade (40% off of list price and returnable), or at least STOP terms (20% off of list, non-returnable for single copy orders), if they can't find a used one.

And if they can't get a copy at all? They'll just cancel the order with an apology and move on.

No one has stolen a copy. No one has pulled a fast one. They make money because these listings are done by computer, and for every thousand listings they might sell a book or two per month. So they put up several hundred thousand listings, and get a little extra income, for almost no work.

Marion Gropen

Gropen Associates, Inc.

Consulting By-The-Question, Tools & Classes for Publishers

Note: Marion spends a lot of time on this Yahoo group, and the LinkedIn group she runs with Dominique Raccah, giving away that kind of advice. She wants to “help as many people as possible with the pro bono stuff!”

Nuts & Bolts of NCPA, Part 1

By Ken Umbach, NCPA Communications Director

This is the first in a series about the mechanics of Northern California Publishers & Authors. The board would like to “demystify” the workings of the organization — which, to tell you the truth, really are not all that mysterious — to help encourage members who might be on the fence about volunteering to step forward and take on an active role.

This issue's topic is an overview of the elected offices and their roles, plus a short and simplified background on the origin and nature of NCPA and a few additional notes. *In all of this, keep in mind that NCPA is just a small, independent organization made up of folks with an interest in writing and in independent publishing. The purpose of NCPA is to support and encourage independent publishing in our region, and it does that through meetings, an email list, a newsletter, annual book awards, and occasional special events. People join to learn and to share their knowledge.*

Background on NCPA

In 1991, a few Sacramento-area self-publishing authors gathered in a living room to share information about publishing. That gathering became formalized as the **Sacramento Publishers Association (SPA)**, an unincorporated organization devoted to learning more about independent publishing and to helping new independent publishers enter the field. The focus from the beginning was independent (largely self-) **publishing**.

In time, as authors who were not necessarily also publishers joined, the group renamed itself Sacramento Publishers & Authors, still with the acronym SPA. In 2004, as membership had spread into outlying areas, outside of the Sacramento Metropolitan Region, the board decided to rename the organization **Northern California Publishers & Authors (NCPA)**. Over the years, monthly meeting topics have encompassed writing-specific topics, not just the mechanics of book publishing. But we still keep a core focus on issues that are key to independent book publishers, ranging from book printing options, to marketing and trade distribution, and to promotion (publicity), cover design, and more.

NCPA's activities over the years have included not only monthly meetings, but also conferences. For a time, the conference, featuring speakers of local and national interest, was an annual affair. The last conference was held in 2010, at the Red Lion Inn. Given the time and financial demands of a full-scale conference, and NCPA's diminished current financial resources, it might be quite a while before we hold another conference. However, the annual book awards dinner continues. (See "Hold the Date" article in this issue for information on the 2014 awards dinner's early planning.) And of course, the annual book awards process continues, recognizing achievements in books written, published, or both, by our members.

For many years, NCPA has been an "affiliate" of two national independent-publishing-related organizations, Independent Book Publishers of America (IBPA) and SPAN, which is now APSS, Association of Publishers for Special Sales. The affiliate status provides discounts on membership in those organizations and occasional other benefits. And in turn, membership in those organizations provides information, resources, and discounts on services and products from vendors used by independent publishers.

Elected Offices of NCPA

NCPA has five elected officers who together constitute the executive committee:

- President

- Vice President
- Treasurer
- Secretary
- Communications Director

Following is what NCPA's bylaws say about those roles:

Section 6.3 Duties of the Officers

The **President** shall be the chief officer and shall preside at the annual and special meetings of NCPA and at meetings of the Board of Directors. The President shall perform all duties usually pertaining to the office. The President shall submit an annual report to the members of NCPA at the annual business meeting, which shall include an accurate description of the current "state of NCPA" including the group's financial status, membership status, and the status of its activities. The President may assign duties to other officers.

The **Vice-President** shall assist the President in the exercise of the President's duties and shall perform the duties of the President when the President is temporarily absent or otherwise unable to do so. The Vice-President shall assist the Treasurer with at least two periodic informal internal audits per year to validate the sufficiency of accounting, banking, and reporting processes, and shall report to the Board accordingly.

The **Secretary** shall keep records of Board meetings and actions, report these to the membership and the Board as requested by the President, and perform the duties pertaining to that office. The Secretary shall also keep a copy of the membership list.

The **Treasurer** shall receive, deposit, and disburse all funds of NCPA, and render a full and accurate account of all NCPA monies received and paid out and ensure that sound internal fiscal controls are in operation. The Treasurer shall render a report at each meeting of the Board, including a profit and loss statement and balance sheet. The Board of Directors must approve all contracts prior to execution.

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.

The requirements are sometimes more honored in the breach than in the observance, as the saying goes, but still mark the guideposts for management of the organization. The barebones descriptions leave room for creativity and initiative, which is why meetings have a different style and structure under each president.

The elected officers are supposed to be limited to no more than two consecutive terms, although that limit can be waived by vote of the board.

Section 6.2 Term of Office

Terms of office are for one (1) year, beginning May 1 and ending April 30. No individual may occupy more than one (1) officer position simultaneously. Unless this provision is waived by two-thirds (2/3) vote of the Board of Directors in a specific instance, no officer shall serve more than two consecutive years in the same position.

We've pushed those limits over the years. This year the president, Ted Witt, on his second term, has stated unequivocally that he will not be available for another term (even with board approval), as has the communications director (Ken Umbach, already in third consecutive term and unwilling to consider a fourth).

A Few More Notes

The NCPA Board of Directors includes not only the elected officers (the executive committee) but also several **appointed members** who serve as **standing committee chairs** (not necessarily always referred to as "committee chairs"). An elected officer may also serve as a committee chair (as, for example, the current communications director is also the newsletter editor, also known as chair of the newsletter committee). However, no individual may hold more than one executive committee (elected officer) role.

The bulk of NCPA's regular **income** is from dues. Regular expenses include fees for monthly speakers, web services (including a stipend to the webmaster), telephone costs, and (as of 2013) a fee for use of the meeting space at Merrill Gardens. If there is a conference, then that generates income from attendees and sponsors, as well as expenses specific to the conference. (Typically the conference has generated a net loss.) The awards competition generates income (entry fees) and expenses. The awards dinner likewise generates income (tickets to attend) as well as expenses. The net might or might not be positive, depending on specific circumstances and choices for that year. It is the job of the board to oversee those sets of revenue and expenditures.

Key roles in managing the money belong to the president and the treasurer, but the whole board is involved. The whole board also includes those standing committee chairs who are not also elected executive committee members.

The next issue of *The Pen & Press* will take a look at **standing committee** roles. But to preview, quoting the bylaws, "The standing committees are Annual Conference, Awards, Membership, Newsletter, Publicity, Speakers Bureau, and Website." As of deadline for this issue, we have no annual conference chair (and no plans for a conference in 2014), no awards chair, and no speakers bureau chair (the latter being a long-ignored function with no practical impact on organizational operations). The publicity function (at least, its internal aspect) has informally been combined with the planning of monthly meeting speakers.

At the end of the day, NCPA is a nonprofit association of individuals managed by **volunteers** in the elected (executive committee) and appointed (committee chair) roles, aided (and we'd like to see more of this) by volunteer committee members. It's a small, friendly organization, the management of which is not particularly complicated. **Read, attend meetings, learn, and volunteer.**

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. 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.cwcsacramentowriters.org for more information on CWC, Sacramento Branch, and its meetings and activities.

Upcoming California Writers Club, Sacramento Branch, Luncheon Meetings

See www.cwcsacramentowriters.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. Next meeting, September 6, 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.cwcsacramentowriters.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.

✓ *The Seasoned Gardener: 5 Decades of Sustainable & Practical Garden Wisdom*, is winning honors nationwide. On June 28th, at the meeting of the American Library Association in Chicago, this, Carolyn Singer's latest book, was honored with gold in the category of home & garden in *ForeWord Reviews'* Book of the Year awards.

In May this comprehensive gardening book (325 pages, 515 photos) won silver in New York in both the Benjamin Franklin awards and the IPPY awards. Northern California Publishers & Authors honored the book with silver for non-fiction and for design.

For more information, see <http://www.carolynsingergardens.com>.

✓ Support NCPA authors!

This information comes from Linda Bello-Ruiz.

A seven-author "Book Event" will take place on Saturday Sept 14th. at 1:00 pm in the Placer Room at Kilaga Springs, 1187 Sun City Blvd, Lincoln (Inside Sun City Lincoln Hills).

Join us for Refreshments; Book Readings; Drawings for a free book every 15 minutes; Book sales and signings with special prices on event-day book sales.

Meet The Authors: Leo Craton, *California Boy*; Phyllis Kalbach, *Blue Eden*; Quentin Grady (NCPA member), *The Ghost Eagle*; Jonas Porup, *Remembering Russia*; Jim Fulcomer, *Dottage Cheese*; Irene Aylworth Douglass, *An American Woman in Pakistan*; Linda Bello-Ruiz (NCPA member), *From Tears to Triumph*.

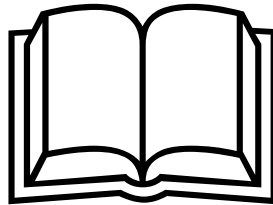
Contact: Linda Bello-Ruiz (707) 331-3684; (916) 543-7952.

✓ 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.

✓ Do you read this newsletter? Let the editor know. Email ken@umbachconsulting.com or leave a message at 916-733-2159 by midnight September 10, 2013. If at least 50 people respond and provide contact information (name and email address or phone number), one name will be drawn at random to win a \$25 Starbucks gift card.

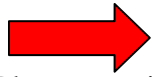

✓ Know someone who is looking for quality assisted living? Be sure to ask for a tour of our monthly meeting host, Merrill Gardens, Citrus Heights.

✓ **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, October 28, 2013. **Please submit material, especially anything longer than a brief notice, well 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
NCPA c/o Ken Umbach
7405 Greenback Lane, #130
Citrus Heights, California 95610
www.norcalpa.org

Board of Directors of NCPA (Updated 9/1/2013)

President

Ted Witt
tedwitt@prettyroadpress.com
916-934-8434

Vice President

Dennis Potter
dennispotter56@aol.com
916-208-8334 (work)
916-253-758 (home)

Secretary

Tom Kando
Kandotom@csus.edu
916-852-0253

Treasurer

Laurie Hoirup
Laurie@LauriesLegacy.com
916-469-7695

Communications Director

Ken Umbach
ken@umbachconsulting.com
916-722-6897
916-812-9178 (cell)

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

Publicity

Norma Jean Thornton
normathornton@yahoo.com
916-991-5751

Website

Jim Collins
jim@jcwwrite.com
209-566-0935

Programs (monthly mtg.)

Norma Jean Thornton
normathornton@yahoo.com
916-991-5751

Newsletter (interim)

Ken Umbach
ken@umbachconsulting.com
916-812-9178 (cell)

Membership

Sharon Darrow
Sharon@SharonS.Darrow.com
800-462-2328

Awards

Position is open!

Past President

Barry Schoenborn
barry@wvswrite.com
530-265-4705

Conference Chair

Position is open! (*Could coordinate workshops or seminars instead of full conference.*)

Speakers Bureau

Position is open!

Meetings are 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.