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# The Pen & Press

November – December 2013

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*Northern California*  
publishers & authors

Fall is here, and so far, it is unusually pleasant. Here's hoping your writing and publishing endeavors are pleasant and successful. To that end, writing coach Teresa LeYung Ryan will be our featured speaker at the **November**

**meeting**. See inside this issue for details. The **December** "Book Display and Member Networking" meeting will give members an opportunity to show off their work.

A bit of news: our monthly meeting host, Merrill Gardens, is becoming **Emeritus at Citrus Gardens**. Same place. New name coming.

The annual **book awards** process is getting underway with the assistance of Margo King Lenson. I am hopeful that full details of the upcoming awards process, including application form for books published in 2013, will soon be posted at NCPA's website, [www.norcalpa.org](http://www.norcalpa.org). Check the site for updates. **Entries are being accepted now until January 31, 2014**. Please do not wait until the last minute, in order to facilitate an orderly judging process. An author or publisher must be a member of NCPA in order to enter a book into the competition.

Plans for the annual **awards dinner** are coming along nicely under the direction of Rosa Umbach. See inside this issue for more information, and mark your calendar for the evening of Sunday, April 27, 2014.

Also underway now is the annual **membership renewal** process, under direction of membership chair Sharon Darrow. Watch your email for more information, or simply send your renewal check and any updates (change of address or phone, newly published books, and so on) to Sharon Darrow, P.O. Box 214673, Sacramento, CA 95821. If you wish to include it, the membership form (for renewals as well as new memberships) is available at [http://norcalpa.org/documents/NCPA-membership-form\\_103013.pdf](http://norcalpa.org/documents/NCPA-membership-form_103013.pdf).

Finally, be sure to visit **IBPA's** website, [www.ibpa-online.org/](http://www.ibpa-online.org/), for information on its services and programs, including the 2014 Publishing University. (NCPA is an affiliate of IBPA.) For 2014, PubU will be in San Francisco, relatively close to home for many NCPA members. There will be a scholarship opportunity for an NCPA member, with applications to be filed directly online with IBPA by January 15, 2014. Watch for more information.

— Ken Umbach, interim editor

## November 2013 Meeting to Feature Teresa LeYung Ryan on Platform Building

Writing coach Teresa LeYung-Ryan will tell us how to “Build Your Writer’s Platform & Fanbase In 22 Days.”

- Are you published and you want more readers and media attention?
- Is your fiction or nonfiction project being turned down by agents or acquisition editors because your platform doesn’t entice them?

Coach Teresa LeYung-Ryan will show you how to thrive in the publishing arena and have fun too. She says: “Reach out, not stress out! By making your name stand for something—to attract targeted consumers (your fans)—who are likely to buy what you have to sell. Learn how to help your fans find you, before and after publication!”

Go to <http://writingcoachTeresa.com> and watch Coach Teresa LeYung-Ryan’s interview on CBS “Bay Sunday.” Her workbook will be available on November 9, 2013.

Teresa LeYung-Ryan has built her own platform happily; her novel *Love Made of Heart* and her monologue *Answer Me Now* (an award-winning short play) carry the themes closest to her heart: mother-daughter relationship and speaking openly about stigmas attached to mental illness. *Love Made of Heart* is used in college composition and women’s studies classes, available at public libraries, recommended by the California School Library Association and the California Reading Association, and is archived at the San Francisco History Center.

Through her workbook, *Build Your Writer’s Platform & Fanbase In 22 Days: Attract Agents, Editors, Publishers, Readers, and Media Attention NOW*, Coach Teresa helps fiction and nonfiction writers make their names synonymous with the issues they write about, before and after publication.

Coach Teresa LeYung-Ryan says, “Build your writer’s platform and work on the craft, simultaneously with ease. I’m cheering for you!”

See <http://writingcoachteresa.com> for Coach Teresa’s books and blog.

***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.

- December 14, 2013, the popular annual “Book Display and Member Networking” event. Bring your published books to show off to other members and visitors. This informal annual event gives us a chance to learn more about what NCPA’s publishers and authors are up to, and to see the results of their efforts.

- January 11, 2014, Amy Rogers, on “Audiobooks.” (This will be another popular event, so be sure to arrive early.)
- 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!**

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

*NCPA 2014 Awards Dinner Update by Rosa Umbach*

We are making progress in planning the 2014 Awards Dinner, to be held at the Blue Prynt Restaurant, in downtown Sacramento (same venue as the 2013 awards dinner). This year we are soliciting sponsors to help pay for the administrative cost of hosting an awards dinner. This allows us to fully fund the dinner while keeping down the cost of the dinner for attendees.

Sponsorship of the dinner is \$100. Sponsors will receive a half-page ad in the program guide provided to all attendees, and acknowledgement of their sponsorship in the newsletter. Those interested in sponsoring the 2014 Award Dinner should contact me by email at rlumbach@surewest.net or by phone at (916) 342-7556.

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.*

## **Open letter to NCPA members from Linda Bello-Ruiz**

I missed out on being part of the Sonoma County Book Fair this year, because I didn't know it existed and when I did hear about it through the grapevine, it was too late to register. (My memoir, *From Tears to Triumph*, takes place, in part, in Sonoma County.)

I would like to suggest that all of us make an effort to notify our NCPA membership about any and all upcoming book fairs or book-signing opportunities. I will definitely keep my eyes and ears open and let you know what I learn.

**Thank you in advance, Linda Bello-Ruiz**, author of *From Tears to Triumph, My Journey to The House of Hope*.

## ***The Crystal Ball* by Joyce Mason: Humor, Mystery, Longevity!**

*Special to The Pen & Press*

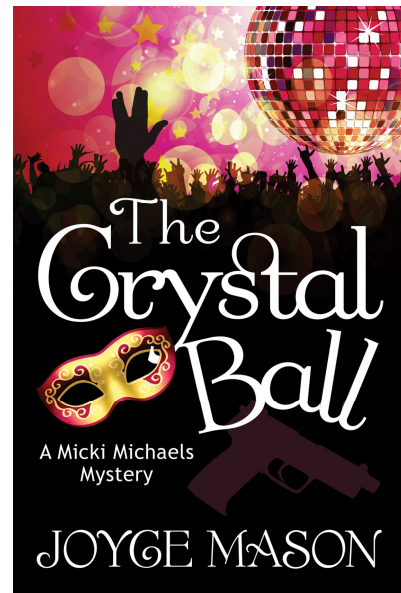
*The Crystal Ball* is a debut novel by NCPA author Joyce Mason, available on Amazon on November 11. She's inviting us to a party on the pages of her new book, set in San Francisco.

A capsule:

Astrologer Micki Michaels and her ex-FBI-agent boyfriend put their hot chemistry to good use as a crime-busting Odd Couple at a futuristic costume ball. It's New Year's Eve and the 25th anniversary of Micki's non-profit longevity association. The theme is "come as you'll be in the future."

Early readers call *The Crystal Ball* "... charming ... a page-turner ... a guilty pleasure ... a rollercoaster of emotions ... provocatively woven with fiction and facts, past and future, New Age and pragmatism."

This fast-paced story transpires over 24 hours, a day that changes everything for the stars of the show. You'll laugh your way into the New Year with them.



Joyce is a prolific writer and astrologer, making her leap into full-length fiction with this book. She says, "I want to slip my readers a Mickey Finn of metaphysical ideas while they're having fun." For the latest on *The Crystal Ball*, visit Joyce's website: [joycemason.com](http://joycemason.com). There's a free download there, a trio of her short stories--an appetizer till the Ball begins.



Now for the real—not fictional—party! Everyone at NCPA is invited to Joyce's Book Launch and Signing Party, Nov. 20, from 3:00 to 6:00 p.m. at the Blue Prynt Restaurant, 815 11th St., Sacramento. She chose her kick-off event across the street from her old government workplace, hoping to entice lots of old friends to pop over to the celebration. Friends old and new are welcome—and feel free to invite others. Fun and games guaranteed.

## **Nuts & Bolts of NCPA, Part 2**

*By Ken Umbach, NCPA Communications Director*

This is the second 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 an active role.

This issue's topic is **monthly meetings**.

### **A Little Background**

For as long as I've been in NCPA (ten years+), NCPA has had monthly membership meetings. Second Saturday, twelve months a year. When I first attended a meeting, it was at a storefront church on Marconi Avenue. That ended soon, when the next month no one showed up to unlock the door. The next meeting place was Tower Books, on Watt Avenue. That came to a crunching halt as Tower was about to go out of business and the store was closing.

Attempts to find a restaurant that might accommodate our meetings failed, but through a Chamber of Commerce contact, I connected with Merrill Gardens. We've met there since the fall of 2006 (if I recall right), with various ups and downs in the arrangements. An attempt a few years ago to find an alternative place, because of conflicts over the room we were using, was abandoned, and we continued at Merrill, although now in a smaller upstairs room. With Merrill Gardens now in the process of becoming Emeritus at Citrus Gardens (new ownership, new name), what the future holds is not entirely clear.

### **Meeting Mechanics**

The selection of meeting speakers is now in the hands of Norma Jean Thornton, in consultation as needed with the rest of the board. Her vast web of connections in the writing community pays big dividends. Members are invited to pass recommendations along to Norma Jean, and she'll handle the contacts and scheduling. Meetings are promoted on norcalpa.org, via this newsletter, via email to members, and via email to Norma Jean's wide-ranging contact list of organizations and individuals.

The meeting itself requires that someone (or a couple of someones) arrive early to set up the room, putting chairs and tables in place, mostly, and putting out sign-in sheet, membership forms, and odds and ends of literature (bookmarks, brochures, business cards). As a resident's room is directly under our current third-floor meeting room, it is important to set up as quietly as possible. The sound of chairs scraping across the floor or being plunked down reverberates, and we've had complaints about that. I am usually there before 10 a.m., as is Ted Witt, to set up. This is not difficult, but it requires that someone be there and see to the setup. Sometimes it is necessary to ask at the front desk to have more chairs brought in.

The order of business for the meeting itself varies from one president to another. Ted offers valuable introductory material, with handouts. We do self-introductions, now limited to 30 seconds, as sometimes the self-intros were going on far too long, eating into the main speaker's time and causing the group to be in the room after our assigned 12:30 time to vacate. The president calls for announcements of general interest. Then the speaker is introduced and makes his or her presentation, with Q&A during or after. After the speaker is done and any follow-up Q&A completed, the meeting is adjourned and members may, if time allows, informally network. Limiting time for self-introductions is again allowing for that informal post-speaker networking time before we are supposed to be out of the room, which we had lost for a while. Sometimes we have a free-form

“member networking” meeting without a speaker, with more time for self-introductions and Q&A, but the same time constraints and basic procedures.

Some cleanup may be required, and the sign-in sheet must be turned in to the front desk. That is a task for the communications director (currently myself) or the secretary (currently Tom Kando) or president (currently Ted Witt). And that’s it.

*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.*

## **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.

✓ See [www.cwcsacramentowriters.org](http://www.cwcsacramentowriters.org) for information on the California Writers Club, Sacramento Branch, and its monthly luncheon meetings, monthly “Writers Network” breakfast meetings, monthly “Open Mic” sessions, and special events.

✓ NCPA member, Linda Bello-Ruiz is busy promoting her book, *From Tears to Triumph, My Journey to The House of Hope*. Her upcoming publicity schedule includes:

- November 19, 2013, Book Signing Event. Sun City Roseville, 2:00 - 4:00 p.m., 7050 Del Webb Blvd, Roseville, CA 95747
- November 26, 2013, Linda Bello-Ruiz will appear on two 30-minute segments. KDTV Univision 14, Santa Rosa, California. Retrato Hispano—showcasing North Bay organizations and individuals who inspire and make a difference!
- December 5, 2013—presentation at the Rotary Club of Lincoln, California, 12:30 p.m., speaking on “Service Above Self.”
- December 13, 2013—guest on the Barb Marshall. Love Your Life Ministries, TV program. See [www.loveyourlifeministries.org/](http://www.loveyourlifeministries.org/) The segment to run in February.

✓ New NCPA member (and longtime Sacramento writer) Terris McMahan Grimes has just published her new novel, *Smelling Herself*. [Editor’s note: when you read the book the title will make perfect sense. I hope to have a full article about Terris and her latest novel in the next issue of *The Pen & Press*. —K.W.U.]

- On December 7, 2013 from 2 to 4 p.m., Terris will be signing her novel at the African American Museum and Library, 659 14th Street, Oakland, CA 94612. Phone: (510) 637-0200.
- On December 14, 2013, from 2 to 4 p.m., Terris will be signing her novel at Underground Books, 2814 35th St. (at Broadway), Sacramento, CA 95817. Phone: (916) 737-3333.

- *Bad Girls*, a Theresa Galloway Mystery, by Terris McMahan Grimes, will be published early 2014.
- Terris plans to republish her mystery novels *Somebody Else's Child* and *Blood Will Tell* in trade paperback and on Kindle and Audible in 2014.

✓ Frances Kakugawa 's book, *Teacher, You Look Like a Horse*, is being translated into Chinese and will be printed in Beijing. First printing will be 5,000 or more copies. The book was originally published in 2004.

Frances was in Denver in October, giving the keynote address at a national conference attended by participants from more than 30 states. Her books on caregiving, which began being published in 2002, continue to draw invitations nationwide. Moral of this sharing is: **keep writing, success has no timeline.**

✓ Tom Kando and his mother Ata Kando have just published the book *Dream in the Forest*. The book is a photographic story. The photos are by Ata and the text is by Tom. It was published in September 2013 by Uitgeverij Xpublishers, Amsterdam (ISBN-10: 9081892827 and ISBN-13: 978-9081892827). It is available on Amazon. You can Google it by typing in "Dream in the Forest."

✓ Thea Holmdahl has published her memoir *From Above the Golden Gate*, via I Street Press. To order, see <http://net.ondemandbooks.com/odb/selfespress/9780988983922> .

✓ Laurie Hoirup is actively promoting her memoir, *I Can Dance*, and helping people to understand life with a disability, including at a November 3rd MDA-sponsored neurological seminar/resource fair in Concord and a November 19<sup>th</sup> speech to the California Department of Developmental Services Disability Advisory Council. Laurie advises, "I will be part of a panel talking with UC Davis med students on December 3 & 5. December 6 I am the guest speaker for the [CWC-Sacramento] Writers Network, about organizing a book tour. And on December 18, I will be presenting to a group of staff at the Children's Network in Fairfield, which is primarily an advocacy group for kids, but I am going to discuss how that relates to children with disabilities—much greater numbers of abuse for children with disabilities."

✓ 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 the newsletter? If so, please *let the editor know*. Email him at [ken@umbachconsulting.com](mailto:ken@umbachconsulting.com) with subject line: I READ IT, by midnight December 10, 2013. Better yet, contribute news, notices, and articles for the next issue. (See next page for what the newsletter needs.) If there are more than 40 responses with subject heading I READ IT by the deadline, one name will be selected to receive a \$25 Starbucks gift card.

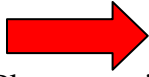
✓ Know someone who is looking for quality assisted living? Be sure to ask for a tour of our monthly meeting host, Emeritus at Citrus Gardens (formerly Merrill Gardens).

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

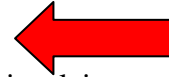


## A Note from the Editor

Send your articles and announcements for the newsletter to Ken Umbach, [ken@umbachconsulting.com](mailto: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, December 23, 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](mailto: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.

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## Board of Directors of NCPA (Updated 10/30/2013)

### **President**

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916-934-8434

### **Vice President**

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916-253-758 (home)

### **Secretary**

Tom Kando  
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916-852-0253

### **Treasurer**

Laurie Hoirup  
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916-469-7695

### **Communications Director**

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916-722-6897  
916-812-9178 (cell)

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

### **Publicity**

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normathornton@yahoo.com  
916-991-5751

### **Website**

Jim Collins  
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209-566-0935

### **Programs (monthly mtg.)**

Norma Jean Thornton  
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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**

Margo King Lenson (tuicom@att.net) is assisting with the process, in lieu of a formal awards committee chair. See [www.norcalpa.org](http://www.norcalpa.org) for more information.

### **Past President**

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

### **Awards Dinner Coordinator**

Rosa Umbach  
rlumbach@surewest.net  
916-342-7556

### **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 Emeritus at Citrus Gardens (formerly called 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.