
The Pen & Press

May — June 2014



Well, folks, we've wound up another administrative year for NCPA, culminating in the election of officers and the annual awards dinner. See inside this issue for a report on the awards dinner, including awards presented, the silent auction fund-raiser dedicated to a scholarship for a local student, and other festivities.

Our new officers (executive committee) are:

- President, **Dennis Potter** (moving up from vice president)
- Vice President, **Denise Branco**
- Secretary, **Tom Kando** (returning for another year)
- Treasurer, **Laurie Hoirup** (also returning for another year)

We had **no candidate for communications director**, the post I am vacating, although the four elected members of the executive committee may appoint someone for that role.

Subject to expected board approval, **Norma Jean Thornton** will continue her roles in securing speakers and in publicizing NCPA events, and **Jim Collins** will continue as webmaster, overseeing our website, www.norcalpa.org and helping to keep the NCPA Yahoo Group in proper order.

And of course **Ted Witt**, having served two years as president, will remain on the board as immediate past president, as former president **Barry Schoenborn** exits stage left from that role.

Other roles remain to be filled, or pending volunteers to be formalized by the board, so keep an eye on norcalpa.org and on your email for updates.

Over the years I've been in NCPA, as well as before, members have produced (written, published, or both) countless books, including many of remarkable merit. See the list of 2014 award winners inside this issue for some recent examples. I expect that record of accomplishment to continue. Meanwhile, this is my final issue of the newsletter. It's time for a change. Thanks to the folks who have contributed to the newsletter, and thanks to you for reading it. **Linda Bello-Ruiz** has accepted board appointment to the editor's role, starting with the next issue, and I'm sure she will do a fine job.

Check out the notices and announcements in this issue promptly. Some items are very time-sensitive, so don't delay.

— Ken Umbach, outgoing editor

May 10, 2014 Meeting to Feature Networking, Business

Our May meeting will encompass a brief annual business meeting and introduction of new officers, plus self-introductions of members and visitors and extended time for informal Q&A and networking. No speaker at this meeting.

The occasional no-speaker networking meeting is a popular event, where members and visitors have an extended chance to become acquainted and share updates on their activities and pursue questions about publishing.

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. [That’s the boilerplate statement applicable to most meetings. This particular meeting, with no speaker, allows more time for self-introductions and general discussion.]

Other Upcoming Meetings

Mark your calendars! Norma Jean Thornton provided the following heads-up.

June 14, 2014 Guest speaker Kim Edwards, a recipient of the California Writers Club’s Jack London Award, brings us “Trends in Article Markets: Where Do I Fit in?”

Kim says: "While publishing has changed significantly in recent years, many aspects about writing for the magazine/print market remain the same."

These will be discussed along with trends and a protocol for approaching print and online editors with an article idea. By understanding needs and following basic steps, a book author is better positioned to offer content.

“If we are lucky,” Norma Jean Thornton comments, “hopefully Kim might have a little time to also regale us with some of the many adventures she’s had while doing her research trips to far-off places, and foreign lands, with good food, and wild recipes (like the one on Coconut Cabbage that she was so kind to allow me to add to my Nonie’s 1st Big Bottom Girls’ Rio Linda Cook Book. Is this what they mean about shameless self-promotion? Even so, I’m still embarrassed to do it, but where better, than among friends? So I bit the bullet, and did it!)”

Bio: Kim Edwards has written on many topics for different markets over three decades. She has had substantial contact with editors on what they want from writers. A California Writers Club board member and recipient of the Jack London Award, she enjoys membership in the American Society of Journalists and Authors, International Food, Wine and Travel Association, the Sacramento Press Club, Women’s National Book Association, and Northern California Publishers & Authors.

Future meeting speakers and topics beyond June 2014 are to be announced.

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, or topics, please let me know (normathornton@yahoo.com). I'll do what I can to book 'em!

Awards Dinner Well Attended *Silent Auction Raises Scholarship Funds! Books Honored! Emcee Tim Herrera Entertains and Informs!*

Overview

This year's awards dinner drew nearly 70 attendees to enjoy a fine meal at Blue Prynt Bar & Restaurant, Sacramento, to learn what awards were earned by book authors and publishers, and to participate in NCPA's signature annual event.

Emcee Tim Herrera, speaker, author, publisher, and all-around personality, headed up the agenda, with the help of outgoing NCPA president Ted Witt and of awards dinner coordinator Rosa Umbach. Tim's presentation included his reflections on the perils of book signings, and the awkwardness of what happens when someone holds a book signing and no one shows up. Along the way, he explained the source of the title of his first book of essays, *I'm Not Their Babysitter, I'm their Dad!*

Photographs below show part of the book-entry display, detail of a table place setting, with tent showing dinner selection, and emcee Tim Herrera.



A highlight of the evening was the awarding of a \$350 scholarship, to go towards college expenses, for high school senior Emily Zentner, Colfax High School. Ms. Zentner submitted the most compelling application for the award, as a student looking toward a writing-publishing career. Although she and her

family could not attend the awards dinner, we might be seeing them at NCPA's May membership meeting.

In past years, NCPA has donated auction-raised funds to the Mustard Seed School and to the Sacramento Children's Receiving Home, for educational purposes. NCPA's primary educational and service mission is, of course, "supporting and encouraging independent publishing in our region." The scholarship program, although modest in dollar amount, is another way to pursue that mission.

The dinner provided a farewell to outgoing board members and a welcome to incoming board members, as well as recognition of those who are continuing in their roles. Tabletop decorations, selected and arranged by Rosa Umbach and her guests Emily and J. Neeland, highlighted various writing genres, from *ROMANCE* to FANTASY.



Awards

2014 NCPA Book Awards, by Category For books published in 2013

FICTION

First: *Smelling Herself*, by Terris McMahan Grimes (CreateSpace)

Second: *River of Red Gold*, by Naida West (Bridge House Books)

Third: *Dying for a Daiquiri*, by Cindy Sample (CreateSpace)

Hon. Mention: *This Side of Forever*, by Jo Chandler (CreateSpace)

GENERAL NON-FICTION

First: *Relax, Focus, Succeed*, by Karl W. Palachuk (Great Little Book Publishing Co.)

Hon. Mention: *Dictionary of Publishing Terms*, by Ingrid Lundquist (TLC Publishing)

Hon. Mention: *Bottlekatz: A Complete Care Guide for Orphaned Cats*, by Sharron S. Darrow (Lulu.com)

MEMOIR NON-FICTION

First: *From Tears to Triumph*, by Linda Bello-Ruiz (Mariah Publishing)

Second: *Invisible: PTSD's Stealth Attack on a Vietnam War Veteran*, by William J. Blaylock (Pretty Road Press)

Third: *From Above the Golden Gate*, by Thea Hohlm Dahl (CreateSpace)

POETRY

Hon. Mention: *Japalino: Biography of a Japanese-Filipino in Poetry*, by Doreen Amy Beyer (Pretty Road Press)

CHILDREN'S

First: *Bart, the Pear Tree that Grew an Apple*, by H. R. Barrera (Gold Seal Publisher)

Second: *Animal Symphony*, by Terry Burke Maxwell (Earth Patch Press)

COVER/DESIGN/LAYOUT

First: *From Tears to Triumph: My Journey to The House of Hope*, by Linda Bello-Ruiz (Mariah Publishing)

Second: *The Crystal Ball: A Micki Michaels Mystery*, by Joyce Mason (New Inkarnation)

Third: *Invisible: PTSD's Stealth Attack on a Vietnam War Veteran*, by William J. Blaylock (Pretty Road Press)

Hon. Mention: *Animal Symphony*, by Terry Burke Maxwell (Earth Patch Press)

Hon. Mention: *Bart, the Pear Tree that Grew an Apple*, by H. R. Barrera (Gold Seal Publisher)

[Editor's Note: Awards for cover, design, and layout belong to publishers, not authors, although in recent years NCPA has inadvertently blurred this distinction.]

Silent Auction: Raising Funds for Next Year's NCPA Scholarship

The following items were offered at the Silent Auction accompanying the 2014 awards dinner. Proceeds, which came to about *one thousand dollars*, including Tim Herrera's honorarium, which he donated for the purpose, will go towards a scholarship to be awarded next year for a high school student pursuing college education with a view to a

career in publishing or writing. Thanks go to Norma Jean Thornton for her energetic management of this charitable endeavor on behalf of NCPA.

- For the fourth time, the **Grand Oaks Inn B&B** in Clements, California (209-759-3453; www.grandoaksinn.com) has generously donated a one-night stay, with an additional bonus, of ½ off the 2nd night, if you wish to stay the 2nd night.
- A gift basket of two bottles of fine Carvalho wines PLUS a special private tasting and tour, for up to 12, of the **Carvalho Family Winery**. Carvalho Family Winery, Clarksburg, California (www.carvalhofamilywinery.com/). The two bottles include one bottle white, Sauvignon Blanc 2012, and one bottle red, Tempranillo 2012. The package is valued at \$375. By appointment only and expires July 31, 2014.
- Private guided tour of **KCRA-3 TV Studios**, including CALL3, KCRA.com with Norma Jean Thornton as your tour guide, for up to six persons age 12 years or older. You'll get a longer tour and more perks, if on a Thursday and no one younger than 18. Value: Priceless (Norma adds: "I'm spending many extra hours after my stint with Call3 each Thursday, to find out as much as I can about all the neat stuff at the station. I'm also chatting more with all the reporters, anchors, producers, cameramen, editors, photographers, and all other sections, to prepare them . . . and me . . . for your questions.) You know how to contact me if you have questions."
- Women's Writing Retreat Weekend at Lake Tahoe with the author of *The Complete Idiot's Guide to Getting Published*. Our October 2013 guest speaker, **Jennifer Basye Sander**, has graciously donated three days, everything inclusive, for one woman, to Jen's South Lake Tahoe house, for her Tahoe Writing Weekend (Jen says she also has mid-week dates, and the next ones coming up that she's offering are Tuesday April 22 through Thursday April 24. Those dates are negotiable. Valued at \$345.
- Design by **Jim Collins** of a custom website in either HTML (using Dreamweaver) or as a blog (using Wordpress). Pages would include Home, About, Contact, and up to two others to be determined with winner. No e-commerce but if the winning bidder has a PayPal account, can add a PayPal button and, of course, link(s) to Amazon if books are offered there. This is web design/construction only — all content (text, logo, photos, etc.) to be provided by winner (will make editing suggestions if desired). Hosting and domain name are responsibility of the winner (though will help setup as needed). Access to hosting required. If blog desired, will teach winner how to login, make posts, and do basic maintenance, if needed. Valued at \$500. Expires one year from Awards Dinner (April 26, 2015). Any

additional pages above the five can be negotiated at standard rates (NCPA members receive a discount).

- Two bottles of DVG wines donated by our Master of Ceremonies, **Tim Herrera**. One bottle of Vermintino and one of Rive d'Or. Value: \$60. **David Girard Vineyards** (DVG), 741 Cold Springs Rd, Placerville, California 95667. For more information, see www.davidgirardvineyards.com. *Note: Tim also donated his honorarium to be added to the funds raised by the silent auction.*
- An Italian Meal Basket donated by **Ken and Rosa Umbach**. Valued at \$106 it includes: Spaghetti Pasta; Spaghetti Sauce; Bruschetta Artichoke Spread; Carr's Cheese Melts (Crackers); Spanish Green Queen Olives; Pepperoncini; a 3-Cheese Grated Cheese; Four-Cheese Risotto; Noblesse Noir Cookies; Italian Wedding Soup Mix; a bottle of 2009 Valle Reale Montepulciano d'Abruzzo "San Calisto" red wine, specially chosen for this basket from the selection at The Wine Consultant, Citrus Heights, California, www.thewineconsultant.com; and a \$25 Gift Certificate to Trader Joe's.
- Two tickets to the 2014 Lodi ZinFest donated by the **California Wine Education Foundation of Lodi**. Valued at \$130, this is a one-day-only event on Saturday, May 17, 2014. Visit www.zinfest.com for more information.
- **Roaring Camp Mining Company** has donated either a Roaring Camp Saturday night BBQ Cookout Dinner guided gold mine and gold panning tour *or* their all-day adventure and gold panning tour. Valued at \$100. Reservations are required. More information may be found at www.roaringcampgold.com.
- A boxed set of **Naida West's** California Gold Trilogy, valued at \$55, and one ticket, with a \$33 value, for her Saturday, May 10, 2014 Nature-History Walk & Car Caravan. The ticket includes a luncheon at McKenzie's Stone House Bistro in Rancho Murieta. Total Value: \$88. Naida says that if May 10th doesn't work, the ticket can be used on Friday, October 10, 2014.
- An autographed copy of *Kiyo's Story*, donated by **Kiyo Sato**.

Did I mention that the silent auction raised \$1,000 for next year's scholarship?

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. Several of the following items come courtesy of Margie Yee Webb. (Thanks, Margie!)

✓ **May 3, 2014 – Celebrate California Bookstore Day!**

California Bookstore Day will be celebrated on May 3, 2014, by over 90 independent bookstores, including FACE IN A BOOK BOOKSTORE & GIFTS in El Dorado Hills. FACE IN A BOOK will be celebrating from 10 a.m. to 8 p.m. and invites you to join in.

Shop local, support your favorite independent bookstore, and have a whole lot of fun! We're celebrating California Bookstore Day on May 3rd with games and giveaways, poetry and performances.

It's an all-day celebration with poetry readings, a comic performance of William Shakespeare's Star Wars, games, food, music and book giveaways! Independent bookstores across California are offering special items on this day only – prints and books created by authors and illustrators in their special effort to support independent bookstores. Join us!

California Bookstore Day was created to celebrate books and independent bookstores with exclusive books and art pieces available only on that day. For details and to find other participating bookstores, see cabookstoreday.com.

FACE IN A BOOK BOOKSTORE & GIFTS is located at El Dorado Hills Town Center, 4359 Town Center Blvd., #113, El Dorado Hills, CA 95762. The bookstore hosts book signings, book clubs and more; see <http://getyourfaceinabook.com/>.

✓ See 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. As of deadline for this issue, here is the upcoming schedule, courtesy of Margie Yee Webb (NCPA member and president of CWC, Sacramento Branch):

- **May 2, 2014**, 9 a.m. – 11 a.m. California Writers Club, Sacramento Branch: Writers Network – Linda Bello-Ruiz, author of *From Tears to Triumph: My Journey to The House of Hope*. IHOP, 2216 Sunrise Blvd., Rancho Cordova, CA 95670. www.cwcsacramentowriters.org
- **May 9, 2014**, 7 p.m. – 9 p.m. California Writers Club, Sacramento Branch: Open Mic, Enjoy 10 minutes of fame! Readers and Listeners Welcome. Barnes & Noble, Birdcage Center, 6111 Sunrise Blvd., Citrus Heights, CA 95610. www.cwcsacramentowriters.org
- **May 17, 2014**, 11 a.m. – 1 p.m. California Writers Club, Sacramento Branch: Luncheon Meeting – Bruce Maiman, Sacramento Bee columnist, on “The Elements of Commentary Writing”. Cattlemens Restaurant, 12409 Folsom Blvd., Rancho Cordova, CA 95670. Meeting Fee: Members \$14 and Nonmembers \$16 (includes lunch). www.cwcsacramentowriters.org

- **June 6 2014**, 9 a.m. – 11 a.m. California Writers Club, Sacramento Branch: Writers Network – Mark Wiederander, author of *Stevenson’s Treasure*. IHOP, 2216 Sunrise Blvd., Rancho Cordova, CA 95670.
www.cwcsacramentowriters.org
- **June 13, 2014**, 7 p.m. – 9 p.m. California Writers Club, Sacramento Branch: Open Mic, Enjoy 10 minutes of fame! Readers and Listeners Welcome. Barnes & Noble, Birdcage Center, 6111 Sunrise Blvd., Citrus Heights, CA 95610.
www.cwcsacramentowriters.org
- **June 21, 2014**, 11 a.m. – 1 p.m. California Writers Club, Sacramento Branch: Luncheon Meeting – Gordon Warnock, Foreword Literary founding partner and literary agent plus editorial director of the Fast Foreword digital publishing program. Cattlemens Restaurant, 12409 Folsom Blvd., Rancho Cordova, CA 95670. Meeting Fee: Members \$14 and Nonmembers \$16 (includes lunch). See www.cwcsacramentowriters.org for more information.
- **July 19, 2014** – Save the Date! Be my guest for the annual California Writers Club picnic at Joaquin Miller Park in Oakland. The picnic combines a potluck, readings, networking, camaraderie and a “Lit Cake” competition. CWC members and their guests are invited. For details and to RSVP, contact Margie Yee Webb at mywebb@sbcglobal.net.

✓ NCPA member, **Linda Bello-Ruiz** announces that her award-winning memoir, *From Tears to Triumph, My Journey to The House of Hope* is now being translated into Spanish. After contacting several book translating companies and professional translators, Linda met with and chose Mr. Vishlai Pineda in Colima City, Colima, Mexico.

“The translation fee in Mexico was less than half of what was quoted here in California,” Linda states.

Ms. Bello-Ruiz created Mariah Publishing in September, 2013, when she and her partner, Hank, decided to publish *From Tears to Triumph* themselves, rather than waiting to be picked up by an agent or going with a “for-fee publisher.”

“Therefore, the cost of translation comes out of my profits,” Linda shares, “but I believe it is worth it. My story takes place partly in Mexico and partly in Costa Rica and I have a built-in audience in those countries as well as in Colombia, South America.

I’m hoping that the Spanish version (*De Lagrimas al Triunfo, Mi Camino a La Casa de la Esperanza*), will be available for purchase by November of this year. That’s when I normally head south to Mexico for the winter months.”

On a separate note, Linda invites the reader to check out her new book trailer:
<https://www.youtube.com/watch?v=1u06L2bkR3E>

✓ From **Colene Sawyer** MFT, PhD:

Check out my new website and marketing plan for my book, *Fishing by Moonlight*: www.betterrelationshipcourse.com

I have created a class syllabus based on the book and I am marketing it, along with 10 books, to people who want to teach the six week class. My targets are Mental Health Professionals, Religious Group Leaders, and Addiction Specialists. One class has been given already and the leader, an MFT intern, said, “I enjoyed facilitating the group and look forward to doing it again. The experience was rich and fruitful for me as well as the class.”

The exercises in the book are what make the experience powerful, and I found that many readers did not take the time to actually do the written exercises. The class is a planned time to do all of them as a group. The members of the class share experiences and learn from each other. The leader told me, “They didn’t want the class to end!”

✓ **Frances Kakugawa** returned from her lecture tour of Hawaii, now as a columnist. *The Hawaii Herald* will begin a sort of “Dear Abby for Caregivers” by Frances in April. The official title of her column is yet to be chosen. Frances will reply to three in the first issue.

Her speaking engagements covered topics from “The Art of Caregiving” to “How I Became a Writer,” and she was invited to return in the fall of 2014 and in 2015. She is off to Los Angeles this month to speak at a conference on aging and caregiving. In March, she spoke at the CWC Writers’ Network breakfast on: How to Give Fabulous Talks and be invited back again and again.”

✓ **Laurie Hoirup** reports:

April has been a fairly busy month for me in regards to my memoir. On April 4, I participated on a panel of speakers sharing their “life with a disability” stories, along with hosting a booth, selling, and signing my memoir at a disability rights workshop in Orange County. On April 18, I spoke to a group of seniors as part of their “All the Write Stuff” series hosting a local author each month. April 21, I was interviewed by Story ConnectionTV, a local public television show highlighting people’s stories on Comcast channel 17, which was my first television interview in regards to my memoir. Finally, I hosted a booth at the Sacramento California Telephone Access Program resource fair for individuals with disabilities and their families, which was free to everyone attending. Each of these events has provided an opportunity to further market my memoir, while at the same time, putting myself out there as a resource for others living life with a disability. I would love to participate in other community fairs, events, and shows,

so please keep me posted if you know of other venues open to the public:
laurie@LauriesLegacy.com.

✓ **Save the date! California Capital Book Festival Set For October 25-26, 2014**

Save the date for the inaugural California Capital Book Festival in Sacramento on October 25-26, 2014! The Sacramento Public Library Foundation is a partner of the book festival and the California Writers Club, Sacramento Branch is planning to get involved. The festival to be held at the Sacramento Convention Center will be free to the public and feature special venues, including Culinary Delights, Kids' Alley, Field of Sports, and All Things Pets.

Visit the website: <http://ccbookfestival.com/> to sign up for the newsletter, become a friend of the festival, find out how you can participate or get a vendor booth, and more.

✓ **Brenda Novak's Online Auction for Diabetes Research, May 2014**

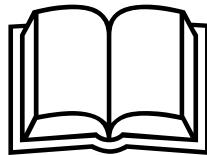
Brenda Novak, New York Times and USA Today Bestselling Author and emcee of the 2011 NCPA Awards Dinner, is holding her Annual Online Auction for Diabetes Research during May 2014. The online auction will be offering something for everyone, from writers to readers to collectors to shopping enthusiasts. Brenda Novak started the auction after the youngest of her five sons was diagnosed with Type 1 Diabetes at the age of five. This year marks the 10th anniversary of the online auction, which has raised over \$2 million dollars so far, and all proceeds will go to benefit the Diabetes Research Institute.

The online auction starts May 1st and ends May 31st. Check out the thousands of items at <http://brendanovak.auctionanything.com/> and "shop" to support this worthy cause.

✓ 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).

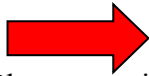
✓ Searching for a **special used book**, or looking for bargains on reading? Check out 2010 NCPA Conference sponsor **Time-Tested Books**, 1114 21st Street, Sacramento, CA 95811. See <http://timetestedbooks.net/> for more information.

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



A Note from the Editor

Send your articles and announcements for the newsletter to lbello Ruiz@gmail.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 in advance.

The deadline for submissions for the next issue is close of business, Monday, June 23, 2014. **Please submit material, especially anything longer than a brief notice, well before the deadline.** 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 lbello Ruiz@gmail.com.

As of the next issue, the editor is Linda Bello-Ruiz

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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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To be appointed by the Executive Committee

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

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Awards Dinner Coordinator

To be appointed by the Board.

Conference Chair

To be appointed by the Board.

Speakers Bureau

To be appointed by the Board.

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.