

---

# The Pen & Press

July - August 2014

---



— Linda Bello-Ruiz, editor

## NCPA will miss leadership role of Ken Umbach

After nine years of service on the NCPA Board of Directors, Ken Umbach has taken a well-deserved break, having been what many association leaders say is the glue that has bound the group of independent publishers together.

In his most immediate past role, Ken served as Communicator Director and editor of the *Pen & Press*, NCPA's member newsletter filled not only with chronicles of NCPA endeavors, but also with promotion opportunities, event dates, and publishing tips.

He often joked that his job as Communications Director entailed "picking up the mail,"



but, *de facto*, he was the thread of continuity for a revolving door of board members. And with that continuity, came counsel on by-laws, past practice, past successes of NCPA, and past failures.

Michele Avanti, NCPA President in 2008 and 2009, said, "Anytime there was a question of order, I could count on Ken for the answer. He has a sharp mind that holds details. He does not hold back either, so I always knew Ken would give me an honest, grounded opinion."

In addition to his role with communications and newsletter editing, Ken has also served in roles related to membership and speakers' bureau coordination.

Often he would work alongside his wife, Rosa, with membership tasks, award banquet coordination, and the difficult job of coordinating a publishing conference. Rosa considers herself an NCPA member who specializes in "reading," and just this past year

she successfully coordinated NCPA's awards banquet at the Blue Prynt Restaurant in Sacramento.

Because of the Umbachs' connection to the Citrus Heights Chamber of Commerce, Ken was the sole member able to line up free meeting space for the association to hold its monthly meetings. And when Saturday morning rolled along, Ken performed behind the scene duties: coordination with the facility, maintenance of sign-in sheets, and setting up chairs – tasks often taken for granted by members and meeting guests.

Some NCPA leaders credit him with growing and maintaining NCPA membership. "I just showed up one Saturday," said former NCPA President Ted Witt of Pretty Road Press. "He was the first person to greet me. I felt welcome. And on my second visit, he was—once-again— the warm face that kept me coming back."

Laurie Hoirup, current NCPA Treasurer, tells a similar story, recalling that one of the things that stand out most for her was how friendly and accepting Ken was when she first joined the group. "I immediately felt as though I had a mentor," she said. Eventually, Ken published Laurie's book, *I Can Dance: My Life with a Disability*.

In the world of independent publishing world, Ken runs Umbach Consulting and Publishing, a business that has not only published books, but also has helped authors evaluate how to approach a research or writing project, find information sources, and present results. He has also provided technical editing and formatting assistance in conversion of manuscripts to e-book format.

"Of course, I was quite excited when I learned he was a publisher," said Laurie, "but he set me straight from the beginning, letting me know he only published his own things and family stuff. He never led me on. So you can imagine how surprised I was when I was whining to him about all of the rejections I was receiving from agents, and he decided to publish my book after only reading two chapters. I did, however, insist that he read the whole thing before holding him to his offer. He is just a very kind, supportive, knowledgeable gentleman."

Some of Ken's advice for authors has landed in his book *The Pursuit of Publishing: An Unvarnished Guide for the Perplexed*, in which he candidly says, "I support independent publishing for those who choose it, but it is a hard business and not for every writer." With that caveat, he goes on with 58 pages of counsel to make self-publishers successful.

He has been successful himself as a published writer. He was a long-time columnist for Senior Spectrum, until its recent demise. When he was working for the State of California, he wrote more than ten substantial policy-issue reports on topics ranging from honey bees to the health effects of indoor mold—a research and writing skill that has benefited NCPA members and Umbach Consulting clients.

Always on the leading edge of issues, Ken keeps his eyes narrowly focused on the publishing industry and has been the clarion guardian of aspiring authors against vanity presses, publishing mills, and fee-for-service conglomerates, including the infamous Authors Solutions. To add an extra layer of protection to authors and to support the author community, Ken also moderates the Facebook group Author's Exchange. Its purpose is to *"help aspiring authors avoid publishing scams and learn more about publishing and the business and the craft of writing for publication."*

Barry Schoenborn remembers, "I first met Ken at meetings of the Society for Technical Communication, Sacramento chapter. He was an active board member, as I was. Ken encouraged me to join NCPA. This was in about 2004, as I recall. Ken has consistently been on the NCPA board and he has "always" done the newsletter. When Rosa Umbach was conference director, we had perhaps the greatest conference ever. You can be sure that Ken worked as hard as Rosa to make it a success. He now takes a well-deserved vacation from the board and board matters."

Quietly wry and sitting along the wall at Merrill Gardens, Ken is always on queue with a smile-provoking quip as part of his self-introduction. Anyone who doubts his humor can confirm Ken's wit by reading the testimony of the *Sacramento News & Review*, which said, "A former policy wonk for the California Research Bureau, Umbach is a miserable cartoonist, but not at all bad when it comes to political satire."

The newspaper was referring to Ken's satire a decade ago when he published cartoons and satire on California government, politics, and budgets – all laugh-out-loud funny by way of Ken's Capitol Weasel and Squirrel for President characters, if you remember the political environment of that era.

Ken is not only passionate about politics, but also about wine and cats, recalls, Elva Anson, NCPA President in 2010 and 2011. "He has been mentor and encourager to beginning writers and writers transitioning into independent publishers," she said.

With nine years' experience on the board, Ken could be a staunch advocate or a reliable contrarian. He was no sycophant for a president or an NCPA board member with an impromptu scheme. "He's not afraid to speak up against a half-baked idea or a poor plan," said Witt. And Avanti, who publishes *Tales of Tamoor*, said, "We may have disagreed upon occasion, but we always found a way to get past issues, and in the end our differences increased my respect for Ken."

His leadership will be missed on the board of directors, but his candor, insight and wry wit will be ever present: he continues as an NCPA member with the intention of attending as many meetings as possible, but he says he now has the freedom to take a Saturday off.



**Volunteers are needed to fill Ken's, and other, NCPA leadership positions. Are YOU interested?**

**Choose one or two: Communications Director; Awards Chair; Awards Dinner Coordinator; Speaker Bureau Chair; Conference Chair and then contact NCPA president, Dennis Potter at dennispotter56@aol.com, 916-208-8334 (work), 916-253-758 (home).**



## **MEMORIES FROM THE 2014 AWARDS CEREMONY**



Sherry Joyce, Joyce Mason, Cindy Sample



JR & Laurie Hoirup



Malcolm Lenson, Margo King  
Lenson & Denise Branco



Rosa Umbach, Emily Neeland, June  
Azevedo, Sharon Darrow

## What did the distinguished judges have to say about the first place winners?

### FICTION

**FIRST PLACE**      *SMELLING HERSELF*      Terris McMahan Grimes,  
CreateSpace

*Cindy:* "The author has an incredible and authentic voice maintained with integrity throughout the book. Smelling Herself has a hook in every chapter and sometimes more than one hook that keeps the reader reading for the answer to that magical question - what happens next?"

*Brian:* "Kept me up reading at night."

Margo King Lenson, Terris Grimes



### MEMOIR NON-FICTION

**FIRST PLACE**      *FROM TEARS TO TRIUMPH*      Linda Bello-Ruiz,  
Mariah Publishing

*Cindy:* "From Tears to Triumph is a thought and emotion provoking glimpse into the world of religious exploration and sexual exploitation. From a near brush with "drinking

the Kool-Aid" to saving children from worldly abuse, this book ends with a message of hope. With the spiritual to guide us and a desire to make the world a better place, nothing is impossible.

**Brian:** "Really well written."

Linda Bello-Ruiz, M.C. Tim Herrera, and  
Ted Witt



### **GENERAL NON-FICTION**

**FIRST PLACE**      *RELAX, FOCUS, SUCCEED*      **Karl W. Palachuk,**  
**Great Little Book**

**Cindy:** "This is the type of book that every frazzled over-achiever needs to read. It provides sensical solutions to an ever-demanding, often unsensical list of to-dos in our lives. If you take the author's ideas to heart, and then into action, you just might achieve a more relaxed, successful life."



Karl W. Palachuk and Katie  
Motonaga

### **CHILDREN'S**

**FIRST PLACE**      *BART: THE PEAR TREE THAT GREW AN APPLE,*  
**H. R. Barrera, Gold Seal Publisher**

**Cindy:** "Entertaining and educational at the same time. This children's book leads us down a scientific path from the view of a grafted pear tree. It bears the underlying secondary theme of "it's ok to be different. It finishes with excellent how-to photographs that allows the readers to experiment in the world of agriculture."



H.R. Barrera with M.C. Tim  
Herrera and Ted Witt

Thank you to Photographer Roger L Kelley for his excellent award-ceremony photos. Do you need photographs for your event, or are you looking for that *professional* head shot? Mr. Kelley can be reached at: [rogerkelley@gmail.com](mailto:rogerkelley@gmail.com)



## Thoughts on turning your manuscript into an award-winning book

How can YOU become an award-winning publisher or author? Here are some tips given by book judge, and professional editor Wesley Turner (printed with permission):

“I hope I can be of some help to you on the topic of winning awards, but I’m not so certain it’s what I’m looking for as much as it is what I’m hoping to *not* see. Coming at the reading (for either a contest or a critique), I’m looking to see what I can do to help the author improve, so if I find something that is rough or interrupts my enjoyment, *that* is what I comment on. So, for identifying a winner, it’s almost more of *not* having any negatives that makes it. If there’s nothing I can do to improve the work, then it must be pretty wonderful already, and *that* is the key.

“Keeping that in mind, there *are* some places where I start looking before I even get to the story itself, most of which are hopefully out of the author’s control: formatting and layout issues. By ‘out of the author’s control’, I mean that even though the author isn’t *doing* the formatting, he *is* still ultimately responsible for it, because he will sign off on it. The problem is that many authors are focused only on the story and are often unaware of the requirements. That’s where having a dependable book designer comes into play (sometimes done by the editor of the content, sometimes by a separate person).

“In the category of formatting and layout, I check even basic things such as having the page numbers in the right place and right style (Roman numerals in the front matter, Arabic in the main text; odd pages on the right, even on the left; page 1 as the first page of content; no page numbers on certain pages, like blanks ones; etc.). I look for information on the back cover such as genre, blurbs, a quick summary, and I even check the ISBN formatting (are the hyphens in the right place? etc.). For both fiction and non-

fiction, I go over the front matter *and* back matter. Is there a Table of Contents? Is there an Index? Does the author include Acknowledgements, Preface, Dedication, Foreword, Introduction, etc? Does the story need a Prologue or Epilogue? How about an Afterword, Conclusion, Postscript, or even an Appendix or Glossary (especially a fiction story set in a world different enough that the reader might need/want additional information)? For non-fiction, is there a Bibliography, List of Contributors, or End Notes?

“*Then* after all that, I start reading the story itself. Here, I expect to be entertained without interruption. I don’t want to come across a confusing section and be forced to re-read anything. I don’t want to find any misspelled words (or the wrong word for the way it is used). I don’t want to question the motives of the characters. I don’t mind getting anxious about the characters, but I don’t want to see the author hiding anything from me that the characters know. And a pet peeve of mine is POV. If we start a chapter (or section) in one person’s head (first person) or on their shoulder (third person), I want to stick with that person until we’re done with him. Most people I know have spent their entire life in only one head, and that’s the way I want to experience the book. Yes, I want to experience the book! Usually as I read, I feel that I *am* the main character, so I want to know everything he knows, I want to feel what he feels, and I want to see the world through his eyes.

“When I get to the end, I want to be surprised by the ending, but it has to be logical. It has to make sense that it ends the way it does, but I don’t want to be able to predict it. When I think back, the ending has to be the right one, but I wouldn’t have expected it until it happens. As the last thing I read, the ending is what will stick with me, and *that* is the part that I’ll mention to my friends. The best (or worst) advertisement is word of mouth, whether it be good or bad.

“Many of these ideas are oft repeated, but based on what I see out there, they aren’t oft heard or heeded. (Hmmm...sounds like a poster: ‘oft repeated but not heeded’.)

“Anyway, after all that, all I really want is some escape from the real, mundane world. Give me some excitement, some adventure, some emotion. Things that I will probably never experience in my real life. *That* is all most readers really want.”

THANK YOU, Wes Turner for your candid and important insight, and for allowing me to share this with the NCPA membership.

Mr. Turner can be reached at [westley\\_turner@yahoo.com](mailto:westley_turner@yahoo.com). He provides copy editing, critiquing, and proofreading services.





## NCPA MEMBER SPOTLIGHT

For each upcoming newsletter, I will be inviting one of our members to share their story with us. Our first “Spotlighted Member” is Jo Chandler.



### Jo Chandler

*Author and Writing Instructor*

Jo Chandler did a variety of things in her career before she started writing young adult novels, including writing feature articles for a number of magazines and newspapers and editing a few others. She even co-owned a magazine for a time. Jo’s first published novel is **This Side of Forever**, which won honorable mention in the general fiction category at the NCPA Book Awards. She is currently doing final revision on her second YA novel, **Street Girl**, which should be out by January 2015.

Along with writing novels for teens, Jo is most proud of her work as a newspaper advisor with Wind Youth Services, a non-profit organization that provides shelter and assistance to teenagers living on the streets and those escaping unsafe environments.

Chandler’s second love is teaching memoir writing to a group of brilliant writers who live in her small community. “Teaching writing is great fun,” Jo says about her class. “The best thing is I learn what I teach, so I often pick subjects that will benefit my students and help me improve my own writing.”

When asked about her writing habits, Jo admits to being a coffee-shop junkie.

“I do my best work when I’m in a friendly café, with the background sounds of shared conversations and dishes clanging acting as a soothing meditation,” she says.

Jo is a member of California Writers Club, Sacramento Branch, Northern California Authors and Publishers (a fairly new, but very happy member, she points out), Gold Country Writers and Society of Children’s Book Authors and Illustrators.

Chandler lives in a woodsy area in Northern California with her husband and all manner of wild critters. “I can’t get enough of the animals,” she says.



[www.jochandler.com](http://www.jochandler.com)

[jo@jochandler.com](mailto:jo@jochandler.com)

[www.facebook.com/authorjochandler](https://www.facebook.com/authorjochandler)

[@jochandlerwrite](https://twitter.com/jochandlerwrite)



## Showcase Your Writing

### The 2015 NCPA Anthology Project Seeks Your Creative Contribution

**Deadline Monday, December 10, 2014**

Send us your writing. No gimmicks. No contests. No fees.

We want to showcase the writing of our members -- and in so doing, practice the art and the business that leads to publishing excellence.

If you are a member, just write. If you are not a member, join and write.

Your submissions will go through the normal publishing process: acquisition, contract, editing, proofing, publication, and marketing.

Submission guidelines available on the NCPA website <https://www.norcalpa.org/>



# NCPA UPCOMING MEETINGS

## Mark your calendars!

### **12 July 2014 ~ NCPA Meeting**

Bitsy KEMPER ~ *Twitter & EBook vs Book App*

*"Marketing the Heck Outta Yourself with Twitter"* presentation

PLUS ~ *"eBook vs Book App"* discussion ~ followed by Q@A

Be prepared! Just like in Bambi, we'll all become \*twitterpated, but it will be with Bitsy's presentation on Twitter! ... **PLUS ... we get a two-fer**, when she enlightens us about the "eBook vs Book app" ... whatever the heck THAT is?

You'll just have to come and see.

*\*Thumper: Why are they acting that way?*

*Friend Owl: Why, don't you know? They're twitterpated.*

*Flower, Bambi, Thumper: Twitterpated?*

*Friend Owl: Yes. Nearly everybody gets twitterpated in the springtime. For example: You're walking along, minding your own business. You're looking neither to the left, nor to the right, when all of a sudden you run smack into a pretty face. Woo-woo! You begin to get weak in the knees. Your head's in a whirl. And then you feel light as a feather, and before you know it, you're walking on air. And then you know what? You're knocked for a loop, and you completely lose your head!*

*Thumper: Gosh, that's awful.*

*Norma @NCPA: ~~ And for those of you who think Twitter is awful, have problems with it, don't know how to use it, and you're ready to pull your hair out, or thump your head against a wall, come to the 12 July NCPA meeting! That's what Bitsy's here for ... to twitterpate you with Twitter!*

Find her on Twitter [@BitsyKemper](https://twitter.com/BitsyKemper) or check her out <http://bitsykemper.wordpress.com/>

*And don't miss Bitsy's Free PR Tips for Writers at <http://bitsykemper.wordpress.com/free-for-you-pr-tips-for-writers/>*

**Speaker Bio:**

Bitsy spent too much of her early career in the computer industry, not realizing the creative passion she'd have once she started writing children's books.

After authoring (if that's a real word) her first four picture books, she figured out a way to merge her PR and marketing expertise with her writing.

When not nose down and knee deep in her own writing, she enjoys presenting at schools, events, and writers conferences, and helping other writers get attention.

Bitsy is an accomplished speaker, mother of three (four if you count her husband), and according to her business card, a really nice gal.

Her nonfiction YA comes out in August, her next two picture books will be released late 2015, and the chapter books are scheduled for Sept 2015.

**9 August 2014 NCPA Meeting** ... another TWO-FER!!

**Peggy DULLE:** "Writing Without Outlining" ~ & ~ "Writing across Genres"

**Under Peggy Dulle (www.peggydulle.com)** she writes three mystery series: The Liza Wilcox Mysteries: Death is Clowning Around, Apple Pots and Funeral Plots, Secrets at Sea, and Saddle Up. The Get A Way Diner Mysteries: The River's Secret. The Spirit Walking Mysteries: Spirit of Consequence.

**Under PD Musso (www.pdmusso.com)** she writes a Science Fiction Series and a Fantasy Series. Science Fiction/Fantasy: The Hunter Series: Dawn of Destiny and Blood Badge Series: Recruitment.

You can find Peggy on Twitter: <https://twitter.com/ILV2RT> ... On Facebook: <https://www.facebook.com/PeggyDulle> & LinkedIn:

[www.linkedin.com/pub/peggy-dulle/43/65a/5a3](http://www.linkedin.com/pub/peggy-dulle/43/65a/5a3)

**13 September 2014 NCPA Meeting** ... No Guest Speaker ~

Our usual 3<sup>rd</sup> quarterly networking meeting of the year, with longer self-introductions for all, extended time for getting acquainted, sharing updates on activities, plus time for all those Q & A's you have on anything writing-and-publishing related.

***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 (except for quarterly networking meetings). Please plan and practice your “elevator speech” accordingly.***

*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!***



## **NCPA MEMBERS NEWS AND ACTIVITIES**

**Laurie Hoirup** had a speaking engagement with the Lions Club of North Highlands and was very well received. Not only did she sell several books, but also networked, resulting with another lead for a future speaking engagement. She also received her link for her television interview in May with Story Connection and is happy to report that it too, led to several book sales. July 18 and 19, she will be part of the Authors Corner at the California State fair and is anticipating some great marketing and book sales, similar to last year. She invites all of you to come out to the state fair and support our local authors.

**Cindy Sample** is doing one of her “creative” book events at Total Wines and More in Folsom on Sunday, July 19<sup>th</sup> which is NATIONAL DAIQUIRI DAY! Who knew? Join Cindy for virgin daiquiris, wine and books of course, from 2pm to 5pm.

**Linda Bello-Ruiz** will travel to San Jose, Costa Rica on October 9<sup>th</sup> to hand deliver the first Spanish language copies of From Tears to Triumph (De Lagrimas a Triunfo) to key players in her multi-award-winning memoir, including Former First Lady of Costa Rica, Doña Karen de Figueres.

**(YOUR** news can appear here in the next newsletter. Send your information to Linda at [lbello Ruiz@gmail.com](mailto:lbello Ruiz@gmail.com))



## Other News, Announcements, and Comments

Your editor invites submissions for this section of *The Pen & Press*. Short items about 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. As of deadline for this issue, here is the upcoming schedule, courtesy of Margie Yee Webb (NCPA member and president of CWC, Sacramento Branch):

**July 11, 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](http://www.cwcsacramentowriters.org)

**July 19, 2014** – Be my guest for the annual California Writers Club picnic at Joaquin Miller Park in Oakland! Connect with members from nearly all 19 CWC branches. The picnic is 1 p.m. to 4 p.m. and combines a potluck, readings, networking, camaraderie and a “Lit Cake” competition. For details and to RSVP, contact Margie Yee Webb at [mywebb@sbcglobal.net](mailto:mywebb@sbcglobal.net).

**August 1 2014**, 9 a.m. – 11 a.m. California Writers Club, Sacramento Branch: Writers Network – Kathy Landis, “Behind the Scenes with a Media Escort.” IHOP, 2216 Sunrise Blvd., Rancho Cordova, CA 95670. [www.cwcsacramentowriters.org](http://www.cwcsacramentowriters.org)

**August 8, 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](http://www.cwcsacramentowriters.org)

**September 5, 2014**, 9 a.m. – 11 a.m. California Writers Club, Sacramento Branch: Writers Network – Christopher Rose, professional editor. IHOP, 2216 Sunrise Blvd., Rancho Cordova, CA 95670. [www.cwcsacramentowriters.org](http://www.cwcsacramentowriters.org)



### ✓ **California Capital Book Festival in Sacramento on October 25-26, 2014**

Save the date for the inaugural California Capital Book Festival on October 25-26, 2014! The Sacramento Public Library Foundation is a partner of the book festival, which will be held at the Sacramento Convention Center. The festival will be free to the public and feature special venues, including Culinary Delights, Kid’s Alley, Field of Sports and All Things Pets.

To sign up for the newsletter, become a friend of the festival, find out how to participate and more, visit the website: <http://ccbookfestival.com/>.

✓ **MORE NEWS FROM CWC!**

We in the California Writers Club, Sacramento Branch, appreciate our fellow writer-publishers in NCPA! Join us for our September luncheon **September 20**: Grant Faulkner, Executive Director, National Novel Writing Month (NaNoWriMo),

**Where:** Cattlemen's Restaurant, Rancho Cordova, off Highway 50 at Hazel; free parking.

**Time:** 11 a.m. – 1 p.m.

**Meeting fee:** Members: \$14/Guests: \$16; includes speaker, private room with wireless capability, meeting materials, and buffet lunch.



The Power of Writing with Abandon: Knowing that best-selling novels have germinated during the annual “NaNoWriMo”, Executive Director Grant Faulkner will prepare writers of all genres, fiction and non-fiction, to improve the quality of their writing. Bearing a strong belief that we are all writers and that we create our world through the stories we tell, Falkner will encourage everyone to experience how life can be transformed through a daring creative act. He will share tips from successful NaNoWriMo authors, take us through an exercise, and show us how to sharpen our writing tools to create with abandon - get over fears, excuses, procrastination; open up our creative self; and understand how a goal and a deadline will deliver the goods we desire.

Faulkner is founding editor of the *100 Word Story* lit journal. With a B.A. in English from Grinnell College and an M.A. in Creative Writing from San Francisco State University, Faulkner writes essays and book reviews for publications and blogs. His work has appeared in *The Southwest Review*, *Poets & Writers*, *the New York Times*, *The Rumpus*, *Gargoyle*, and *The Berkeley Fiction Review*. Experience includes university-level writing instruction. Faulkner works with Young Writers and has also worked with the National Writing Project to improve the teaching of writing in schools.



## TIPS FOR YOU!

### Top 10 Benefits of Special-Sales (Non-Bookstore) Marketing

1. Compete in a marketplace larger in size than the bookstore segment
2. Experience sales growth that is virtually limitless
3. Take your books to potential buyers – don't wait for them to go to a bookstore
4. Reduce your competition – most publishers do not call on these buyers
5. Minimize discounting since many buyers have no quick access to competitive pricing
6. Sell books on a non-returnable basis
7. Get more efficient and effective exposure
8. Increase your flexibility in negotiations
9. Improve your profitability
10. You do what you do best – publish and sell more books

*Provided by the Association of Publishers for Special Sales (APSS – [www.bookapss.org](http://www.bookapss.org) – formerly SPAN). For information about APSS, contact Brian Jud, P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; [brianjud@bookapss.org](mailto:brianjud@bookapss.org)*

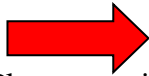


- ✓ Know someone who is looking for quality assisted living? Be sure to ask for a tour of our monthly meeting host, **Emeritus at Citrus Gardens** (formerly Merrill Gardens).
- ✓ Searching for a special used book, or looking for bargains on reading? Check out 2010 NCPA Conference sponsor **Time-Tested Books**, 1114 21st Street, Sacramento, CA 95811. See <http://timetestedbooks.net/> for more information.
- ✓ **Your notice or announcement could go here!**

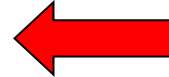


### A Note from the Editor

Send your articles and announcements for the newsletter to Linda Bello-Ruiz.



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, Friday, August 22, 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](mailto:lbello Ruiz@gmail.com).

Linda Bello-Ruiz, editor

*The Pen & Press* is published by Northern California Publishers & Authors, a coalition of authors, small presses, and independent publishers. All newsletter content, unless otherwise attributed, is copyrighted by NCPA. Material from the newsletter may not be reproduced in any way without written consent of the copyright holder. The editor reserves the right to accept or reject submissions and to edit submissions for length, clarity, or style.

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](http://www.norcalpa.org)

## Board of Directors of NCPA

**President**

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

**Secretary**

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

**Communications Director**

*To be appointed by the Executive Committee*

**Publicity**

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

**Programs (monthly meeting)**

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

**Membership**

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

**Past President**

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

**Conference Chair**

*To be appointed by the Board.*

**Vice President**

Denise Branco  
Inspire@DeniseLeeBranco.com  
916-316-6567

**Treasurer**

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

**NCPA's elected executive committee**

*includes president, VP, secretary, treasurer, and communications director.*

**Website**

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

**Newsletter**

Linda Bello-Ruiz  
lmbelloruiz@gmail.com  
916-543-7951

**Awards**

*To be appointed by the Board.*

**Awards Dinner Coordinator**

*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.