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# The Pen & Press

November – December 2014

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## ***GETTING TO KNOW NCPA TREASURER***

### ***LAURIE HOIRUP***



Laurie has been an NCPA member since August 2010. Months after joining, she took on the Treasurer’s position (2011), became Vice President in 2012-2013, and is currently the treasurer again. Laurie says she joined NCPA because she was looking for a way to get published, and after many rejections from agents she remembered the Authors Corner at the state fair. There she met a woman who directed her to NCPA,

When asked about her background Laurie shares, “I was born in Chicago, Illinois, and raised through high school in Spring Grove. I earned a Bachelor of Science degree in Communication Disorders/Speech Pathology from Arizona State University and a Master’s degree in Rehabilitative Counseling from San Diego State University. I went on to receive a professional teaching credential (kindergarten through eighth grade) from National University in San Diego and worked as a substitute teacher for several years. Changing careers, I became a program manager and eventually executive director for an independent living center in Riverside, California before Governor Schwarzenegger appointed me to a Deputy Director position for the State Council on Developmental Disabilities. Several years later I was promoted to Chief Deputy Director for the same agency and remained in that capacity until I retired due to health concerns.”

Laurie is the author of the award-winning memoir, *I Can Dance: My Life with a Disability* and recently completed a youth manuscript that is semi-fiction/semi-memoir, with the working title *It's Okay to Be Different*.

When asked about her passions, she shares, “I am an advocate, always advocating for the rights of those with disabilities or unable to speak for themselves. Of course, I love my husband, my children, and my grandchildren more than life itself. I have a passion for travel, for living life to the best of my ability, and being happy. Life is too short to be anything but.”

In terms of her goals for NCPA she says she would like to see the organization grow, and eventually get back to where we can hold a conference to educate and support anyone and everyone interested in a writing career.

Thank you, Laurie, for your years of dedication to NCPA.

—Linda Bello-Ruiz, Editor

## Annual Membership Renewal

**The Annual membership renewal** process is underway, 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.

You can also renew entirely online (no paperwork or mailing necessary) by going to <https://www.norcalpa.org/online-members/store/default.php>.

## NCPA Members' News and Activities

**Ken Umbach:** Long-time NCPA member, and former board member, Ken Umbach has updated his booklet titled *The Pursuit of Publishing: An Unvarnished Guide for the Perplexed*.

Ken shares that the September 2014 update is posted on his website and may be downloaded and printed for personal use without charge at [www.umbachconsulting.com/pursuit.pdf](http://www.umbachconsulting.com/pursuit.pdf). Printed, bound copies are available for purchase via Lulu.com. The booklet is a concise overview of the variety of publishing opportunities and challenges for aspiring book authors, focused on helping unwary novices to avoid being scammed and to understand the different kinds of publishing. It also points out some key resources to help in their quest.

**Linda Bello-Ruiz:** I am excited to share that my memoir is now in Spanish and available on Amazon.com (print and ebook form) and from my website. During the writing of this newsletter, I traveled to Costa Rica and met with many of the people highlighted in the memoir and presented an autographed copy to Costa Rica's former First Lady, Dona Karen de Figueres.



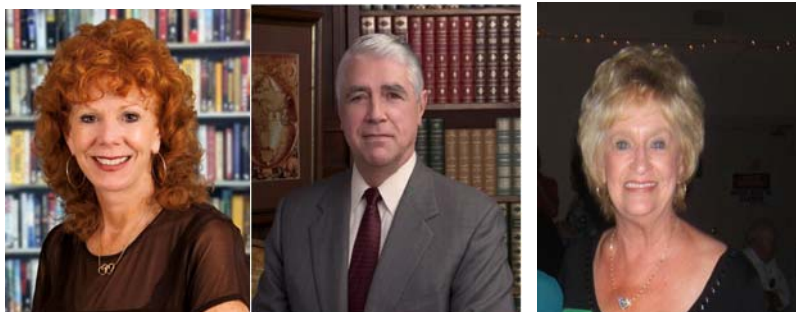
More news: I am scheduled to tape a TV talk show segment in Santa Rosa on November 5<sup>th</sup>, for *Univision* Spanish language station.

**Amy Rogers**, founder of ScienceThrillers Media, a new niche publisher specializing in page-turning stories with real science or medicine in the plot, is pleased to announce the publication of STM's first two titles. *The Neanderthal's Aunt* by Gina DeMarco is a witty, funny, touching novel about a young woman scientist whose sister announces she is going to adopt the modern world's first Neanderthal baby. Loaded with satire, science, and suspense, *The Neanderthal's Aunt* is a spectacular work of contemporary fiction for smart women. If Bridget Jones were a scientist, this could be her diary!



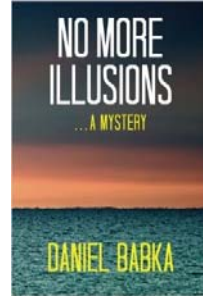
On November 10, ScienceThrillers Media will release *Reversion* by Amy Rogers. Kirkus Reviews says *Reversion* is a “smart, tightly written, scary science thriller.” In *Reversion*, American scientist Tessa Price travels to an elite private hospital in Mexico to test a risky new treatment on a boy dying of an incurable genetic disease. When the hospital is taken over by a brutal drug gang and a rabies-like virus infects her colleague, Tessa must weigh the value of one human life against another—including her own.

If you know any Michael Crichton fans, or authors who write in this genre, please tell them about these titles and ScienceThrillers Media.



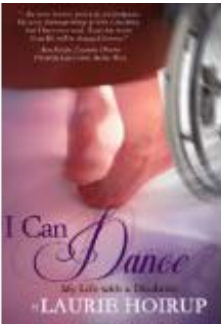
**Linda Bello-Ruiz, Quentin Grady, and Irene Douglass:** members of NCPA and Sun City Lincoln Hills Authors Resource Group are three of NINE authors hosting a Meet the Authors event at Kilaga Springs Lodge in Sun City Lincoln Hills at 10:00 a.m. on Saturday November 8<sup>th</sup>. There will be author readings, book signings, book giveaways and a door prize. Join us for this FREE event.

**Daniel Babka's** novel, *No More Illusions*, was chosen as one of 20 Indie titles in the country to be featured in the September issue of *Kirkus Reviews*, which described the book as, "Accomplished, ambitious crime fiction . . . a multilayered tale that has shades of California *noir* à la Chinatown."



Daniel was a presenting author at the California Capital Book Festival in October.

**Laurie Hoirup:** As many of you might not know, October was National Disability Employment Awareness Month (NDEAM) and for me, it means a busy month of presentations and hopefully, book sales. I had five presentations to state agencies around this topic lined up: Department of Motor Vehicles (DMV); Board of Equalization (BOE); Department of Human Resources (Cal HR) in collaboration with State Personnel Board (SPB); California Energy Commission; and Department of General Services (DGS). Each presentation gave an opportunity to talk about myself and my memoir, and to increase awareness about employment for people with disabilities. Hopefully, they will result in increased sales, as well.



In addition to state agencies, I also hosted a booth at the Delta Arts and Wine Festival and at the Sacramento Spinal Muscular Atrophy (SMA) Walk, which is a fundraiser for my specific disability and last, but certainly not least, I was present at the first California Capital Book Festival. Needless to say, it was a very busy month for networking/marketing.

**Cheryl Stapp** has a busy schedule for the next couple of months, with lectures on her book *The Stagecoach in Northern California: Rough Rides, Gold Camps & Daring Drivers:*



Saturday Nov. 1, 1:00 p.m. — Franklin Library, Elk Grove

Tuesday No. 18, 6:30 p.m. — Sacrament Public Library main branch, I Street

Saturday Dec. 6, 2:00 p.m. — N. Highlands Library, Antelope

Saturday, Jan. 10 2015 — National League of American Penwomen, Sacramento

Saturday Jan. 17, 2015 3:00 p.m. — N. Sacramento-Hagginwood Library

Her scheduled lecture on pioneer women (*Disaster & Triumph: Sacramento Women, Gold Rush through the Civil War*) is:

- Thursday Dec. 18, 11:30 a.m. — Sun City/Lincoln Hills Book Club

- Wednesday January 21, 2015 1:30 p.m. — Genealogical Society of Sacramento at Belle Cooleage Library

**Cindy Sample** shares that the long awaited sequel in the Laurel McKay mysteries was just released on Amazon.com and BarnesAndNoble.com. *Dying for A Dude* is available in trade paperback or the low, low price of \$2.99 for the e-book. Cindy says, “I’m thrilled to announce that my beta readers unanimously agree it’s my best book yet. One reviewer said the final chase scene is the best as well as funniest chase scene she’s ever read.”



The Amazon link is <http://tinyurl.com/DyingforaDudeKindle>.



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.

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

## **Volunteers Still Wanted**

The NCPA board is still looking to fill two important NCPA positions. Do YOU feel the tug to take on one or both of these positions in the spirit of “giving back”?

### **BOOK AWARDS CHAIR:**

- Update entry form, rules, and judging categories
- Announce entry deadlines by e-mail and in newsletter
- Receive entries
- Find a chief judge or serve as chief judge
- Find judges
- Distribute entries to judges
- Provide judging forms
- Hold judging meeting
- Ensure the integrity of the judging process
- Prepare list of winning entries and distribute to publicity director, webmaster, and awards dinner chair
- Prepare the catalog/program for the awards dinner
- Order awards
- Develop the budget for the competition
- Coordinate with award dinner chair

- Distribute leftover copies of entries
- Attend board meetings

#### **AWARDS DINNER CHAIR:**

- Find a venue for awards dinner and present recommendation to the Board for approval
- Plan the awards dinner
- Develop the budget for the awards dinner and schedule for review and approval with the Board
- Alert members about the awards dinner, including meal choices, cost of dinner, and making reservations, and collect money from attendees
- Coordinate with Treasurer — coordinate venue deposit, provide money received for dinner, provide final bill
- Coordinate awards dinner with venue - identify meals, provide meal selection ticket (ticket that attendees will use to show which meal the waitstaff is to provide), layout of the room, identify and schedule audio-visual needs with president and master of ceremonies
- Coordinate awards dinner with Awards Director — coordinating venue layout for book display, obtaining judges' contact info for dinner registration
- Create agenda for awards dinner with the president
- Identify and invite a master of ceremonies at the awards dinner, and coordinate with the master of ceremonies
- Coordinate table decorations
- Coordinate check-in for attendees at dinner and provide them with a program, meal ticket, and any other handouts
- Attend board meetings

## **NCPA Member Spotlight**

**SHERRY JOYCE**

**Author and Interior Designer**

**Sherry Joyce** has excelled at several careers, from working in radio and television, as Director of Public Service, to spending over 35 years in Silicon Valley, most recently as Vice President of Human Resources. Having written extensively in her careers, she recently added published author to her list of accomplishments. She joined NCPA in October 2013 with a goal of surrounding herself with other authors and publishers to improve her writing craft as well as to network with writing professionals to learn the business side of publishing and marketing. Like many authors who finally manage to write and publish a book, the years involved with writing the manuscript took

considerable time (while also working at her full-service interior design business, SJ Designs, which she has owned since 2000), she found it impossible to spend the time networking that she would have liked on the front end prior to publishing. Once *The Dordogne Deception* was published in August 2013, she was determined to educate herself in reverse and learn all she could about writing and the publishing industry.

She joined California Writers Club in 2014, and recently won an Honorable Mention for her short-short story “The Ferry,” published in their September newsletter.

Sherry will be the featured speaker at California Writer’s Club in February 2015, discussing career transitions on the road to becoming an author. She recently moderated the Mystery-Mayhem-Suspense panel on September 6 at the Placerville Library, which featured fellow authors Cindy Sample, Linda Townsdin, and Elaine Faber.



She lives with her husband of 51 years (as of September 21, 2014) and her two senior West Highland Terriers in El Dorado Hills. There is a memoir to be written, titled *Destined at Birth*, since she was in the same nursery as her husband, born 15 minutes before him, nearly on the same day.

## **Showcase Your Writing: The 2015 NCPA Anthology Project Seeks Your Creative Contribution**

**DON'T PROCRASTINATE!**

**Deadline Monday, December 1, 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 & Information**

1. Northern California Publishers and Authors (NCPA) will publish an anthology of members’ work; the anticipated public release date of the book will be in April of 2015.
2. The deadline for the receipt of member submissions is **Monday, December 1, 2014**.

The full list of submission guidelines is available on the NCPA website,  
[www.norcalpa.org/](http://www.norcalpa.org/)

## **Computer Assisted Novel/Software Helps Write New Novel**

An article in the *Sacramento Bee*, Monday September 29, 2014, caught my attention. It tells of a software program that “helps write a novel.” The software can be used to create a specific plot and characters. If users answer questions such as “What event sets the story in motion? Or “What challenge is created by that event?” the software will automatically draft a plot. Answer 30 questions about the protagonist and the software will create an appropriate character based on the answers.

Too good to be true? Is it even ethical? Two writers, Ko Nakamura and Elichi Nakata, wondered if it was possible to design a computer software program that could help its users write fiction and expand the possibilities for their stories. Using a narrative developed by Monogatari software, a story-writing assistance system that the two were involved in developing, the two writers worked for a year and co-authored a novel released in October.

Your thoughts? Would you use the software? Is it any different than using the services of a writing coach?

—Linda Bello-Ruiz

## **Upcoming NCPA Meetings. Mark Your Calendars!**

**November 8, 2014 NCPA Meeting**

**Karen Sandler: No One Can Tell a Story Like You Can**

If you don't share those stories that burn inside you, they will be lost to the world. Your expression—whether through words, art, or both—is unique, has value and the world deserves to hear it.

Karen Sandler is the author of eighteen novels for adults, and the Young Adult (YA) Tankborn Trilogy: *Tankborn*, *Awakening*, and *Rebellion*. Karen earned her MS in computer science from UCLA and worked as a software engineer for more than a dozen years, including work on communications satellites and the Space Shuttle program. In the late 1990s and early 2000s, Karen wrote numerous romance novels for adults, then switched to science fiction with the diverse YA Trilogy: *Tankborn*, *Awakening*, and *Rebellion*, from multi-cultural publisher Lee & Low.



As part of the “We Need Diverse Books” team, Karen is enthusiastic about promoting diversity in children's literature. She lives in California’s Gold Country with her husband of 30+ years.

For more about Karen, visit [www.karensandler.net](http://www.karensandler.net) or We Need Diverse Books Team Member [diversebooks.org](http://diversebooks.org).

Blog with Karen at <http://karensandler.wordpress.com/>

Join her on Facebook, [www.facebook.com/KarenSandlerAuthor](http://www.facebook.com/KarenSandlerAuthor).

### **December 13, 2014 NCPA Meeting**

**Member Book Display.** The popular annual “Book Display and Member Marketing” event. Bring your published book(s) and promotional materials to share with other NCPA members and guests. This informal annual event gives us a chance to learn more about what NCPA’s publishers and authors are up to and see the results of their efforts.

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.

*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](mailto:normathornton@yahoo.com)). I’ll do what I can to book ’em!*

## **NEWS from CWC**

### **November 2014**

**November 7, 2014, 9:00–11:00 a.m.** California Writers Club, Sacramento Branch: Writers Network – Cindy Sample, author of *Dying for a Daiquiri*. IHOP, 2216 Sunrise Blvd., Rancho Cordova, CA 95670. See [www.cwcsacramentowriters.org](http://www.cwcsacramentowriters.org).

**November 13, 2014, 9:00–11:00 a.m.** California Writers Club, Sacramento Branch “Meet to Write” session in celebration of NaNoWriMo and NaNonFiWriMo. Join writers to write with abandon, together. Marie Callender’s Restaurant & Bakery, 5525 Sunrise Blvd., Citrus Heights, CA 95610. Reservations suggested: contact Margie Yee Webb at [mywebb@sbcglobal.net](mailto:mywebb@sbcglobal.net).

**November 14, 2014, 7:00–9:00 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. For more information, see [www.cwcsacramentowriters.org](http://www.cwcsacramentowriters.org)

**November 15, 2014, 11:00 a.m.–1:00 p.m.** California Writers Club, Sacramento Branch: Luncheon Meeting – Linda Joy Myers, president and founder of National Association of Memoir Writers, and author of *The Power of Memoir–How to Write Your Healing Story*. Cattlemens Restaurant, 12409 Folsom Blvd., Rancho Cordova, CA 95670. Meeting Fee: Members \$14 and Nonmembers \$16 (includes lunch). For more information, see [www.cwcsacramentowriters.org](http://www.cwcsacramentowriters.org).

## **December 2014**

**December 5 2014, 9:00–11:00 a.m.** California Writers Club, Sacramento Branch: Writers Network – Kathy Fellure, author of children’s books. IHOP, 2216 Sunrise Blvd., Rancho Cordova, CA 95670. See [www.cwcsacramentowriters.org](http://www.cwcsacramentowriters.org).

**December 7, 2014 – Holiday Social: 12:30 p.m.** for the “meet & greet” and **1:00 – 3:00 p.m.** for lunch. The buffet includes sides, entrees, dessert and beverage. Marie Callender’s Restaurant & Bakery, 5525 Sunrise Blvd., Citrus Heights, CA 95610. Contact Mary Martinez at [proudgoldstarmom@gmail.com](mailto:proudgoldstarmom@gmail.com) for details and to make a reservation.

Note: Open Mic and Luncheon Meeting events are not scheduled for December and will resume in January 2015.

All speakers bring impressive credentials in cross-genre, long and short form. They are passionate about their subjects and for this reason, have agreed to trek to Sacramento to share their expertise. We would be honored to have you join us.

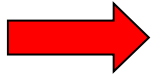
See [www.cwcsacramentowriters.org](http://www.cwcsacramentowriters.org) for information on the California Writers Club, Sacramento Branch and its monthly luncheon meetings, monthly “Writers Network” breakfast meetings, monthly “Open Mic” sessions, and special events.

## **Other Notices**

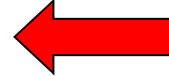
- ✓ Know someone who is looking for quality assisted living? Be sure to ask for a tour of our monthly meeting host, Emeritus at Citrus Gardens (formerly Merrill Gardens).
- ✓ Searching for a special used book, or looking for bargains on reading? Check out 2010 NCPA Conference sponsor Time-Tested Books, 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 at [lbelloiruiz@gmail.com](mailto:lbelloiruiz@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 me in advance.

The deadline for submissions for the next issue is close of business, Monday, December 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 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.

—Linda Bello-Ruiz, editor

HAPPY HOLIDAYS!



## Board of Directors of NCPA

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|--|--|
| <p>President<br/>Dennis Potter<br/>dennispotter56@aol.com<br/>916-208-8334 (work)<br/>916-253-758 (home)</p> | <p>Vice President<br/>Denise Branco<br/>Inspire@DeniseLeeBranco.com<br/>916-316-6567</p>                             |
| <p>Secretary<br/>Tom Kando<br/>Kandotom@csus.edu<br/>916-852-0253</p>  | <p>Treasurer<br/>Laurie Hoirup<br/>Laurie@LauriesLegacy.com<br/>916-469-7695</p>                                     |
| <p>Communications Director<br/>To be appointed by the Executive Committee</p>                                | <p>NCPA's elected executive committee includes president, VP, secretary, treasurer, and communications director.</p> |
| <p>Publicity<br/>Norma Jean Thornton<br/>normathornton@yahoo.com<br/>916-991-5751</p>                        | <p>Website<br/>Jim Collins<br/>jim@jcwite.com<br/>209-566-0935</p>   |
| <p>Programs (monthly meeting)<br/>Norma Jean Thornton<br/>normathornton@yahoo.com<br/>916-991-5751</p>       | <p>Newsletter<br/>Linda Bello-Ruiz<br/>lmbellor Ruiz@gmail.com<br/>(916) 543-7952</p>                                |
| <p>Membership<br/>Sharon Darrow<br/>Sharon@SharonSDarrow.com<br/>800-462-2328</p>                            | <p>Awards<br/>To be appointed by the Board.</p>  |
| <p>Past President<br/>Ted Witt<br/>tedwitt@prettyroadpress.com<br/>916-934-8434</p>                          | <p>Awards Dinner Coordinator<br/>To be appointed by the Board.</p>   |
| <p>Conference Chair<br/>To be appointed by the Board.</p>  | <p>Speakers Bureau<br/>To be appointed by the Board.</p>   |

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.

### Mailing address

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