Thursday 11 May 2017
6:30pm - 8:30pm Regular Meeting

Jeri Chase Ferris: How to

- Write NF & Historical Fiction,
- Dig up (true) facts,
- Work with Editors & Publishers
- … plus much, much more

Denny’s (in the Private back room)
3520 Auburn Blvd, Sacramento (Auburn Blvd @ Watt Av & I-80)
No-host food & beverage … it’s not mandatory to make a purchase

UPCOMING MEETINGS & EVENTS

Wednesday 17 May ~ 12N – 2pm ~ Lunchtime Meeting (No Speaker)
Denny’s (in the Private back room)
3520 Auburn Blvd Sacramento (Auburn Blvd @ Watt Av & I-80)
AGENDA: Discussions and Q&A’s relating to all things writing & publishing

2ND Thursday Evening Regular Meetings * 6:30PM – 8:30PM
8 JUNE ~ Linda Joy Singleton ~ Connecting with publishers & agents, & balancing promotion & daily writing.
13 JULY ~ No speaker ~ Networking
10 AUG ~ Stephanie Chandler ~ Advanced Book Marketing and Launch Strategies
14 SEP ~ Pending
12 OCT ~ Pending
9 NOV ~ Pending

3RD Wednesday Lunchtime Meetings AT DENNY’S * 12N-2PM
21 June ~ NO SPEAKER
19 July ~ NO SPEAKER
16 Aug ~ NO SPEAKER
Our Annual Book Competition and Banquet are now behind us, so it's time to do some contemplation and evaluation before next year.

We had some very fine submissions and a great time at the banquet, but wouldn't it be great to increase the number of books and overall excitement next year? This competition has been going on for over 20 years, but not many people know about it outside of our immediate area, and the participation has stayed nearly static.

I'd love to see our competition increase in scope every year, both in credibility and visibility. It can be done, but only if we have the vision and participation to make it so. In fact, I think it's time to do some very serious thinking about not just the Book Competition, but the organization as a whole and what the future holds for us.

We need to increase member attendance at meetings and other functions. The website is a good resource of information, but the meetings are the primary method for networking. What can we do to increase attendance at meetings? There is no simple answer that pleases everyone, but perhaps there are changes that might appeal to a wider group of members.

We have a strong core of people who work hard to get things done for the group, but we need to widen the participation. The current Board members understand that everyone is busy; however, when the same people end up doing everything, the group as a whole suffers and risks getting stale.

Three annual elections in a row with no contested positions can be considered a vote of confidence in the officers, but also looks like a lack of interest. Change is vital to keep any organization fresh, and a willingness to participate from a wide field of members is critical to the continuing success of the NCPA.

By now all active members should have received their ballots for the ongoing election. Please take the time to cast your vote. Also, now that I've figured out how to work BallotBin, watch for a survey during this next week. It will contain some very specific questions, as well as some more general philosophical ones designed to try and figure out how to do a better job of meeting member needs. Please watch for the survey and then take the time to carefully consider your answers. Your feedback is extremely important!

Thank you all,
Sharon Darrow

NCPA President,
NCPA Membership Chair
NCPA Book Awards Coordinator
(See what I mean?)

916-803-1665

sharon@sharonsdarrow.com
Ballotbin <notices@ballotbin.com> NCPA Officer Elections, 2017 This is a message from Sharon Darrow, who is using Ballotbin.com to run the survey/election:

**NCPA Officer Elections, 2017**

It's time for the annual election for NCPA officers. This year the current officers are all running for re-election unopposed, but your vote is important as a vote of confidence. It is also important that you think about taking a larger role next year -- perhaps even running for office yourself. In order to keep this group fresh and vital, we need to increase both membership and participation. Thank you for your time and your vote.

**CLICK HERE TO VOTE**

If you have trouble with the button
Contact Sharon Darrow  sharon@sharonsdarrow.com

**NCPA BOOK COMPETITION**

This year's Book Award Competition is over, and we had some wonderful entries. Trust me, the judges had quite a job making their decisions. For those of you who attended the Banquet, you know that I goofed and did not have the plaques there; however, we passed out very nice Certificates as "place holders."

- I now have Certificates for those of you who did not attend, as well as the beautiful plaques that you've earned.
- I also have the books that were for sale at the Banquet. All of the books, plaques, and certificates will be taken to our meeting on 5/11 - - where I'll be proud to present them to you with appropriate congratulations!
- If you'd like to get them earlier, please contact me and we can make arrangements.

Thank you all for your participation, your patience, and your understanding.

Sharon Darrow

NCPA President,  
NCPA Membership Chair  
NCPA Book Awards Coordinator  
(See what I mean?)

916-803-1665  
sharon@sharonsdarrow.com
2016 NCPA BOOK AWARD WINNERS
Northern California Publishers and Authors, a professional association of small, independent, and self-publishers, is pleased to announce the winners of its 2016 Book Awards competition, who were honored at a gala banquet in Sacramento on Sunday, April 23, 2017.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>TITLE</th>
<th>BOOK AWARD</th>
<th>AUTHOR/PUBLISHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's Books</td>
<td>Sam and Sue's Space Adventure</td>
<td>First Place</td>
<td>Ronald Javor</td>
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<td></td>
<td>Genevieve Has a Very Very Periwinkle Day</td>
<td>Second Place</td>
<td>Karlene Kay Ryan</td>
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<tr>
<td>Young Adult</td>
<td>Martin McMillan and the Sacred Stones</td>
<td>Second Place</td>
<td>Elaine Russell</td>
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<td></td>
<td>Kisses for Cash (book 3)</td>
<td>Honorable Mention</td>
<td>A.K. Buckroth</td>
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<tr>
<td>General Non-Fiction</td>
<td>Snowbound! Legendary Winters of the Tahoe Sierra</td>
<td>First Place</td>
<td>Mark McLaughlin</td>
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<td>Body Intelligence: A New Paradigm</td>
<td>Second Place</td>
<td>John L. Mayfield, DC</td>
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<tr>
<td>Fiction</td>
<td>Mrs. Odboddy, HometownPatriot</td>
<td>First Place</td>
<td>Elaine Faber</td>
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<td></td>
<td>Everest Rising</td>
<td>Honorable Mention</td>
<td>M.D. Kambic</td>
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<tr>
<td>Memoir</td>
<td>Coming to America: An Immigrant’s Voyage</td>
<td>First Place</td>
<td>Mary M. Roy</td>
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<td>The Space Between:Mother-Daughter Love at the End of Life</td>
<td>2nd Place</td>
<td>Virginia A. Simpson</td>
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<tr>
<td>Cover &amp; Design</td>
<td>Sam and Sue’s Space Adventure</td>
<td>First Place</td>
<td>Ronald Javor</td>
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<tr>
<td></td>
<td>The Space Between</td>
<td>Second Place</td>
<td>Virginia A. Simpson</td>
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<td></td>
<td>Snowbound</td>
<td>Third Place</td>
<td>Mark McLaughlin</td>
</tr>
<tr>
<td></td>
<td>Sinking</td>
<td>Honorable Mention</td>
<td>Sarah Armstrong-Garner</td>
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</tbody>
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NCPA would also like to recognize and thank our banquet sponsors and donors, whose contributions help fund our awards program and annual $1000 college scholarship.

2017 SPONSORS & DONORS

All Unique (Online Sales Site) Andrea Roth (Buckroth Ent. Proofreading)
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Elaine Faber, Author Grand Oaks Inn B&B
Horatio Alger Society Karl Palachuk
Linda Joy Singleton, Author Lodi Wine Country / Zinfest
Margie Webb, Author Placer Pops Chorale
Roaring Camp Mining Company Sharif Jewelers
Sharon Darrow / Travel ID Cards Susan Spann
Tugboat Fish & Chips Walmart

Steven James, author of Troubleshooting Your Novel

Finally, THANK YOU to everyone who attended the awards banquet, bid on auction items, or purchased books from the NCPA author/publisher bookstore.
NCPA’s AMY ROGERS joins other members of CWC as PANELIST On Public Access TV Program to discuss Sacto Writing Community

Another of the fine writing organizations in town, the California Writers Club-Sacramento branch, will be featured on a local public access TV program that will be filmed this Saturday, 6 May 2017, 12 Noon “In, Out & About Sacramento” I'm a member of CWC and they invited me to join Gini Grossenbacher and Linda Champion as panelists to talk about CWC and the Sacramento writing community.

We’d love to have YOU in the audience. If you'd like to come listen to the conversation LIVE, join us: Amy Rogers NCPA Treasurer

Date: Saturday, May 6, 2017
Time: 11:45 to 3:00 p.m. (Filming begins at 12:00 p.m.)
Location: 4623 “T” Street, Sacramento, CA (large brick building, off 43rd St.)
Program: “In Out And About Sacramento”
Producer: Van Gordon

Editorial ~ When Life Throws Lemons at You … Bring on the Lemonade!

Even though life kept tossing many lemons in our way, trying to trip Sharon, Amy, June and I as we tried to get things ready for the Book Awards and Awards Banquet, we kept plodding along, tossing those lemons out of the way, and things wound up fairly smooth in the end.

Like I learned many years ago during one very hectic Christmas where I was really behind on everything, nobody but me really knew or cared if certain things were done or not … as long as they got food and the presents they wanted, my kids certainly didn’t care whether I had fixed the extra 3 or 4 types appetizers I had planned, nor whether all of the extra lights I had wanted ever got put up.

It’s our own expectations that always seem to bother us the most, and fortunately I’m well aware of that.

Some of those lemons that got in our way: Work, illness, accidents, printers and computers breaking down, flooding, IBPA conference, AT&T problems and no internet for 19 days, leaking gas so no car for the Fri, Sat and Sun of the banquet, a surprise vacation, then the Trophy Store wasn’t open on Sat before the banquet, so unable to pick up Awards; sick judges, problems getting all books back in time for banquet, you get the idea … there’s lots more, but you’ve heard enough. (BTW ~ those weren’t just my lemons, they were everybody’s.)

Our speaker, Katie McCleary from 916 Ink was super-impressive and our Emcee, Michael Marks, Your Produce Guy, from CW31 and host of the California State Fair’s Kitchen, was delightful and declared an “inspired choice”, and Marley Bauer, our Scholarship winner, is a fine young gentleman, well-worthy of the $1,000 scholarship. He’s been accepted at San Diego State … and it was great seeing Rosa Umbach, and JR Hoirup, and grandson, plus 40-some others.

We had fabulous camaraderie … and lots of laughs, thanks to Michael Marks … some great books and silent auction items, fantastic weather, and a fun time overall. You don’t know what you missed if you weren’t there!

The venue and location’s great, and things went well enough that we’re booked again at the same location. Tentative date for 2018 Awards Banquet ~ Sun 22 Apr 2018 Cherry island G.C.

However … we’re missing one thing: Maybe when Sharon, Amy, June and I have our final Book Awards Wrap-it-up-Meeting at the Golden Corral sometime in May, we’ll find that lemonade!
Jeri Chase Ferris will present how to write NF and (true) facts, work with editors and more.

Using lots of visuals, historical fiction; how to sources; how to turn all that writing; choosing subjects; editors and illustrators; how to celebrate sales (book launch chocolate…)

Jeri grew up on a farm outside Lincoln, Nebraska, lived in southern California for 40 years, and retired from a happy 30-year teaching career in the inner city of Los Angeles to write full time.

She is the author of twelve biographies for children and young adults, plus articles and stories for the L.A. Times and other newspapers and magazines.

Her awards include the SCBWI 2013 Golden Kite for best nonfiction book for children; the 2013 CRA Literary Award and the Eureka Honor Award; Kirkus Reviews Best of Issue; CBC/NCSS Notable Children’s Trade Book in both Social Studies and Science; Junior Library Guild Selection; Carter G. Woodson for “most distinguished book … ethnic diversity”; NEA Human and Civil Rights Award; Susan B. Anthony Award for “exceptional literary contributions.”

Jeri is a frequent speaker at schools, libraries, and conferences.

Jeri’s current historical fiction, Surrounded: The Nazi Noose, is set in Leningrad, USSR, during the WWII 900-day Siege. This book comes from her passion for Russia and its history, culture, and people, and her desire to convey the unimaginable experiences of the people and youth of 1941 Leningrad to American young people and adults.

Jeri and her husband Tom (Tom taught Russian Studies at Beverly Hills High School) visited Russia yearly from 1970 to 2000, collecting history, artifacts and memories. The 10,000-item Ferris Russian Collection, focused on the Stalin era and called “unmatched in the western world,” is housed in Los Angeles. Please see http://www.jerichaseferris.com for more information.

Notification of award

I have been notified that my book, Body Intelligence, A New Paradigm was awarded Nautilus SILVER Award in the “Body, Mind, & Spirit Practices” category for 2016.

John Mayfield, Doctor of Chiropractic (530) 272-8839 Author, Body Intelligence

http://body-intelligence.net

CONGRATULATIONS JOHN!
Having experience with all forms of publishing as she worked on her 40 books, Linda Joy gives first-hand information on how to connect with agents and every type publisher, large, small and indie. She’ll also provide tips on how she balances promotion with daily writing … how you can, too, plus MORE!

Linda Joy Singleton is the author of over 40 books from large, small and indie publishers. Her career has been a challenging roller coast ride of changing publishers, editors and agents. She writes YA, MG and picture books and has five more books coming out in the next few years.

She lives in the foothills on 28 acres with horses, dogs, cats, peacocks and pigs.

Writing tips, free stories and more at www.LindaJoySingleton.com

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ROBERT PACHOLIK

I have been accepted into the Authors Guild. Guild has 9,000 members, has been around for 100 years, AND, 7 of 8 Nobel Laureates were members of The Authors Guild. Most recent president is Scott Turow, legal novelist. Robert

Authors Guild membership is open to small press and self-published authors based on writing income. Authors who earn at least $5000 in writing income prior to applying qualify for regular membership, and those with at least $500 in writing income qualify for associate membership. (Associate members receive all the benefits and services of regular members, except for voting in Guild elections.) Documentation is required from applicants. Royalty statements or other kinds of third-party documentation may be accepted. If you wish to apply on this basis, please submit documentation via email, fax, or post to my attention. All information submitted is treated as confidential.

Alternatively, if you have not made $500 in writing income because you are just starting out writing career, you may be interested in our Emerging Writer category. This category is $100, and intended for those who are just starting out as writers – either working on projects or in the early stages of indie-publishing their work. Emerging writers are entitled to most Guild services, with the exception of legal services and can upgrade at a later date when they are qualified to do so. If you wish to apply on this basis instead, please let us know.

CONGRATULATIONS ROBERT!
Advanced Book Marketing and Launch Strategies: Stephanie Chandler

Essential Tactics to Grow Your Audience and Increase Book Sales

Presentation Overview:
In this content-rich presentation, you will discover proven strategies that go beyond basic book marketing advice and take you through advanced options that are easier to implement than you might think.

You will learn how to:
• Clearly identify your target audience so you can figure out where to find them
• Gain visibility online with internet media sources
• Get on the New York Times bestseller list—even if you are self-published
• Host your own eBook give-away (without Amazon)
• Generate more book reviews
• Collect email sign-ups from readers
• Decide whether brick and mortar bookstores are worth your time
• Build a content marketing strategy that drives new readers to your website

With these powerful strategies, you will be able to reach more readers and ultimately sell more books.

SAVE THE DATE ~ MARK YOUR CALENDAR NOW
10 August 2017 Guest Speaker Stephanie Chandler’s Topic

Stephanie Chandler is the author of several books including The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books.

Stephanie is also founder and CEO of the Nonfiction Authors Association, a content-rich educational community for experienced and aspiring writers, and the Nonfiction Writers Conference, an annual event conducted entirely online.

A frequent speaker at business events and on the radio, she has been featured in Entrepreneur Magazine, BusinessWeek, Inc.com and Wired magazine

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SHARON DARROW’s first foray into Publishing with her Samati Press
Psychic News, May 2017, excerpt from page 42


This is an international magazine, distributed both in print and online, and is the foremost magazine in the field. He is such an amazing person, really deserves this.

Also from Sharon:

I am going to be appearing at BluMoon Books & Media on 5/13, 3:00 PM. This is a new location for this used bookstore, and they are now hosting author events each month. The owners are such nice people, and they are doing their best to promote local authors through the store. They even video each event, and then put it up on YouTube. The address is 4128 El Camino Ave., #6, in the Arden-Arcade area. I’m accenting the #6, because they are actually physically located around the corner on Maryal Dr., but the address system for the complex is El Camino. I’d love to have lots of people come, so we can support them with these events.

Sharon Darrow will be at
BluMoon Books & Media
4128 El Camino Ave. #6
(in the Arden-Arcade area – they’re actually physically located around the corner on Maryal Dr. but the address system for the complex is El Camino) 916-993-9843
Saturday 13 May 2017 ~ 3pm

with her new co-authored Tom Flynn Book, as well as her Bottlekatz, a Complete Care Guide for Orphan Kittens ~ Faces of Rescue, Cats, Kittens and Great Danes ~ From Hindsight to Insight, a Traditional to Metaphysical Memoir through Samati Press

The Pen & Press, Northern California Publishers & Authors
Vol IV ~ April 2017
GENEROUS DONORS to 2017 SCHOLARSHIP SILENT AUCTION

YOUR NAME &/or BUSINESS COULD ALSO GO HERE ~ IF YOU DONATE!

New York Times, USA TODAY Best-Selling Award Winning Romantic Suspense Author Brenda Novak donated her signature classy mini-tote, plus the entire 10-book-set of her Whiskey Creek Series ~ $100 Value www.brendanovak.com Repeat donor numerous years

For the 2nd year, the Antelope Marketplace Tugboat Fish & Chips has donated a gift card.

This is my very favorite Tugboat location … clean, friendly, and always excellent food! … including their tasty little chicken lumpia! And their homemade tartar sauce … made daily!

Also for the 2nd year, our host venue, Cherry Island Golf Course, has donated one day of golf for 4, golf-cart included. $212 Value www.golfcherryisland.com 916-991-6875

NEW DONOR: NCPA member Andrea Roth, writing as A.K. Buckroth, has donated 10 pages of Proofreading, from Buckroth Enterprises Proofreading Services ~ $250 Value mydiabeticsoul@pacbell.net * 916-489-1599

For the 2nd year, NCPA will offer a 3 year Membership, valued at $120 ~ Thank you Ron Javor for being high bidder this year.

NEW DONOR Author & Contributing Editor to Writer’s Digest, Steven James: Signed Book: “Troubleshooting Your Novel”:

For the 2nd year, NCPA member, guest speaker, and Author-Literary Attorney Susan Spann basket of goodies from her trip to Japan

Margie Webb, NCPA member and Author, Mulan-Cat Basket & More.

Linda Joy Singleton, Author

Grand Oaks Inn B&B ~ Sharif’s Lodi Wines, Zinfest Placer Pops Roaring Camp Mining Co. ~ all Multiple Year Donors

$100 checks from each Karl Palachuk Barry Schoenborn, HAS Elaine Faber

PLEASE SUPPORT OUR VERY GRACIOUS & GENEROUS SPONSORS & DONORS!

THANK YOU TO ALL DONORS, SPONSORS AND BIDDERS past, current and future, for your fabulous generosity year after year.

Advertising for generous SILENT AUCTION DONORS & SPONSORS starts when donations received and goes through October 2017

DONOR CONTACT INFORMATION 2017 SCHOLARSHIP SILENT AUCTION

Brenda Novak, Author www.brendanovak.com

Cherry Island Golf Course * 2360 Elverta Rd, Elverta, CA * www.golfcherryisland.com (916-991-6875)

Andrea Roth w/a A.K. Buckroth * Buckroth Enterprises Proofreading Services mydiabeticsoul@pacbell.net * 916-489-1599

Susan Spann, Author & Literary Attorney www.susanspann.com

Tugboat Fish & Chips “Antelope Marketplace” 7909 Walerga Rd, Ste 111, Antelope, CA (Elverta Rd & Walerga Rd Across from WinCo) * 916-729-4243

More detailed information in May and upcoming newsletters
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Note: the Executive committee consists of five elected officers: President, VP, secretary, treasurer, communications director.