UPCOMING MEETINGS & EVENTS

Thursday 10 August 2017
6:30pm-8:30pm Regular Meeting

Amy Rogers
Ingram Spark & Pronoun for Indie Distribution
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

You might want to bring a light sweater

Note CHANGE ~ Stephanie Chandler
Rescheduled to 14 Sep 2017 meeting

UPCOMING MEETINGS & EVENTS

Wednesday 16 August Lunchtime Meeting
NO LUNCHTIME MEETING IN JULY ~ IT’S AUTHORS BOOTH TIME AT THE CALIFORNIA STATE FAIR ~ COME SUPPORT NCPA MEMBERS ALL 17 DAYS

2ND Thursday Evening Regular Meetings * 6:30PM – 8:30PM

14 SEP ~ Stephanie Chandler ~ Advanced Book Marketing and Launch Strategies
12 OCT ~ Sharon Darrow ~ Cover Design in Publishing
9 NOV ~ M.L. (Michelle) Hamilton ~ Making Your Characters Breathe
(plus what she looks for when judging books for the NCPA Book Awards)
14 DEC ~ Holiday Networking/ Book Sales Meeting

3RD Wednesday Lunchtime Meetings AT DENNY’S * 12N-2PM

20 Sep ~ NO SPEAKER
18 Oct ~ NO SPEAKER
15 Nov ~ NO SPEAKER
Dec ~ NO MEETING ~ HAPPY HOLIDAYS
PRESIDENT'S MESSAGE
2015-16, 2016-17, 2017-2018 NCPA Presidency -- Past, Present & Future
Sharon Darrow

I decided to run for NCPA President because Dennis Potter's term was ending and he was leaving. We needed someone to pick up the reins.

I believed in the group, but thought it was getting a bit stagnant. I hoped to accomplish several things -- find a new meeting venue that didn't cost money, see a new and modern website implemented to better serve our members, go back to the organization's original mission of focusing on publishers and authors rather than just writing, encourage new members while honoring past ones, improving the group's public image in the community, and working harder to encourage young writers.

After serving for two years and starting the third (and last) as President, it's time to take stock of what our Board has accomplished.

- Our venue at Denny's isn't perfect, but it saves the treasury $250 each year and the private room has worked well for both evening and noon meetings.
- Thanks to the work done by Ted Witt and Amy Rogers setting up Wild Apricot (our website software), and Amy's continuing efforts at maintaining it, we have a website that not only does far more than what we had before, but eliminates the membership renewal process that used to require a huge amount of work by the Membership Director (me, for the last 3 plus years). That change also eliminated the frustration for members who paid for a full year when they joined but received less than a year's membership depending on when they joined. The website is under-utilized, but is there for all members to use as much as they want.
- Our group focus has reverted back to the vital partnership between authors and publishers, since neither can exist without the other. Thanks to Norma Jean Thornton, our Communications Director, many more of our speakers have a connection to the publishing process and have provided valuable information for all of us. This has not only been important to individual members, but has helped maintain our unique identity as a group within the local writing community.
- The 2016 Banquet was a great 25th celebration that brought many of our past members back. Some of them are active again, which enriches the group as a whole.
- The combination of our new website and revitalized newsletter (thank you Amy and Norma) has helped attract new members, while increasing the organization's visibility and credibility within the community.
- And lastly, both our scholarships and support for 916Ink have made very real contributions to the young writers in our area.

That's where we are, and we can all take pride in what the group has done. But we clearly can be better and do more for the members.

I want to continue working toward increasing membership and community visibility this year, but now is the time for everyone to think hard about what they'd like to see in the future.

Elections are months away, but every single member's wishes and goals are important. Now is the time to ask yourself what you'd do better, if you had a magic wand that could transform the group.

We need YOUR vision -- and I'll be anxious to support you next year.
Sharon Darrow, NCPA President
NCPA Membership Chair ~ NCPA Book Awards Coordinator
916-803-1665 sharon@sharonsdarrow.com
**My 70th High School Reunion ~ A Vacation I Will Never Forget**

June Azevedo, VP NCPA and Scholarship Chair NCPA

On November second of 2016 I got aboard a plane for Springfield, Missouri. When the plane landed in Springfield it was met by Jason (my nephew) and his lovely wife. I heard someone calling me, turned around and there was a girlfriend from high school days, another June. I was to spend the first two days with my sister-in-law Shirley and her family, then join June and we would be meeting with friends at the School of Ozarks for our 70th high school reunion.

My days with Shirley and her family were great. We walked in their forest, helped feed 600 chickens, and really enjoyed getting to know nephews, nieces and babies who have joined her family.

Two days later June picked me up for our time together. The first morning I walked a mile with her (I realize I should do this every day), then we went to deliver her meals-on-wheels. Our plans later were to go to the College of the Ozarks in Point Lookout, Missouri.

The trip to the college was beautiful. The hills were covered with colors of all kind and the weather was great. Upon arrival we checked-in to the hotel and got ready to walk around the campus. Things have really changed in the years I have been gone.

When I was there (1942 – 1946) as a student I thought it was immense. Well now it really is. We toured the girl’s dorm that we lived in 70 years ago. It is one of five girl’s dorms and three boy’s dorms. The students can owe no more than $100 when they graduate.

The college students are the only ones who live on campus. In the last several years they have added classes from kindergarten thru high school.

**Note from Sharon Darrow (June’s daughter):** One little fact that I think is amazing about that school is that everybody has to work at a job at the school, no matter how much money they might have.

The school is practically self-sustaining, and students can pick jobs in stores, a radio station, hospital, farm, airport, etc., and change jobs when they want to.

No better way to teach work-ethic, which is sorely lacking today. All students also learn time management, since they have to work 20 hours per week at their job. Also, when they graduate, they have actual work experience and references that they can present to prospective employers.

I truly believe that if all colleges adopted that policy the whole citizenry would benefit! Here’s a link to the school: [http://cofo.edu](http://cofo.edu)

Sharon

**Editors Note:** June told us at the last meeting, that when she went there 70+ years ago, it was a high school only; now it’s all the way from K-College! Ask her more about it the next time you see her.

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One of those Emails that I’ve had for months: 70 YEAR Reunion!! Coincidentally, this really ties in with the Blasts from the Past theme! … Thanks for sharing June, & CONGRATS!
UPCOMING WRITER/ PUBLISHER/ BOOK SELLING EVENTS

State Fair Authors Booth 2017: 14-30 July Author's website is up and running. Here's the link and schedule to find when NCPA members and your favorite author/s will be there.

http://www.authormlhamilton.net/california-state-fair-authors-booth.html

NCPA members in alpha order (except Roth, who’s w/a Buckroth)
Daniel Babka * FX Biasi * AK Buckroth (Andrea Roth) * Sharon Darrow * Elaine Faber * June Gillam * Terris Grimes * ML Hamilton * Brenda Novak * Ellen Osborn * Alton Pryor * Elaine Russell * Cindy Sample * Cheryl Stapp * PR Steele * Owen Sullivan * Norma Thornton * Naida West * Danna Wilberg ... There are more authors, they just aren't NCPA members.

Author Showcase Saturday 5 August 2017 ~ 1:00pm-4:00pm: While doing her own marketing, NCPA member Andrea Roth has set up an "Authors Showcase ~ Meet the Authors!" and generously invited 19 authors * Buckroth * Jackson * McGreevy * Babka * Mayfield * Osborn * Parsons * Pierce * Gillam * Sato-Nunnely * Smith * Norris * Thornton * Pacholik * Davis * Darrow * Kando * Cervinka * Blaylock, with a variety of genre, to join her at the Carmichael Library, 5605 Marconi Avenue, Carmichael, CA 95608 in the Carmichael Meeting Room. Each author will have the opportunity to read from one or more of their books.

Andrea has also agreed to work in NCPA’s behalf to set up more of these FREE Author Showcases at more local (and not-so-local) libraries, on a more-or-less rolling basis in the next few months (AFTER her 1st grandbaby is born, that is … CONGRATS Andrea!)

MORE TO COME IN AUGUST … if you’re interested in being one of the authors, and/or would like your local library to be included in upcoming events, please contact Andrea Roth (w/a Buckroth) at 916-396-3414, or me: normathornton@yahoo.com

sfwriters.org
San Francisco Writing for Change one-day Conference 9 Sep 2017
2018 San Francisco Writers Conference 15-18 Feb 2018 Early Discounts

Humorwriters.org
Erma Bombeck Writers’ Workshop 5-7 April 2018 at the University of Dayton (Ohio), Erma’s Alma Mater

Norcalpa.org
Coming soon ~ 4 hour Publishing Seminar ~ More info in August Newsletter
NCPA Annual Book Awards Banquet Sunday 22 April 2018 Cherry Island Golf Course, Elverta CA
Any book published and in the marketplace between 1 Jan 2017 and 31 Dec 2017 is eligible for our 2018 Awards Banquet. More info in upcoming newsletters.
Is your book published and ready to go? Contact Sharon Darrow.

www.LeftCoastCrime.org/2018
Register online: $195 through 31 Dec 2017 ~ $220 beginning 1 Jan 2018

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Bouchercon2020.org
World Mystery Convention Bouchercon is coming to Sacramento! 15-18 October 2020, and NCPA’s own Rae James is Chair of Bouchercon 2020 at the Sacramento Convention Center
Registration now open … Register by 31 Dec 2017 & Save $25 - $50
Editor’s Note: This month the NCPA Newsletter is focusing on past presidents of NCPA: from the most current past to as far back as I could reach. I’m thrilled to report that I was able to contact all 8 (some multiple terms) Past Prez since the inception of the “newly named” NCPA, and every single one has graciously responded with an article.

I wasn't so lucky in finding those from SP&A, or SPA, but did get one (Bob Dreizler) from the SP&A period, and unfortunately found an obituary for Chuck Bellissino from the SPA time. The rest, I had to rely on Google for any info … but I think I made a great find in the 2nd Prez (past) from the brand new SPA, Dierdre Wolownick Honnold. Read her info in the 1994-1995 time-frame to see what I found.

The following, who responded:


BLAST FROM THE PAST

NCPA Past Presidents 1993-2017 ... What they’re doing now

I've attempted to contact every past president NCPA has had, back to Mary Euretig, our very first President (1993, SPA), for a total of 15 (Nine served one year, three held 2 terms, two held 3, and one had 4 terms, split over three segments ... yay Barry!)

I have Email addresses for 9. One (Chuck Bellissino) passed away, and I couldn’t find a contact for the other 5, but I did find information on most by doing a Google search. Unfortunately, there’s no way of knowing how up-to-date that information is. In chronological order, most recent to longest past, here are the results.

If you have any contact information on Marschner, Mulrine, Christensen, Honnold or Euretig, please let me know?

(BTW & FYI ~ I know the numbering is improper, BUT ... using actual numbers makes it easier to add up if anyone wants to, or has that little quirk of counting everything, like I do.)

(Sharon’s comments on her current term plus two as Past President are in her Prez message on page 2.)
I have now resided in Japan for one year. The time has flown. For those who haven’t had the trauma of meeting me, a little background. I was retired when I was offered a civil engineer position in Iwakuni Japan. As a Marine, many, many years ago, I was stationed in Iwakuni. It was there where I decided that I wanted to be a civil engineer. So I will end my professional career where I started down the path to become an engineer. It will come in a full circle.

As expected I have had many adventures in this last year. I have been to Kyoto, Hiroshima, Masuda, Fukuoko, Naha, Tsuwano, Okayama and Kuga. I saw castles, festivals, temples Kagura Dance, Sumo tourney and horseback archery. I was allowed to hold a real samurai katana, tried Zen meditation, was whacked with a stick by a Buddhist priest as I tried to meditate, at Miyajima saw the world famous O-Tori at high tide and climbed Mt. Misen.

I’ve had different food like deep fried eel on a stick, spaghetti and meat sauce complete with a half raw egg on top, ate lotus root and had a beer with soft serve ice cream on top. Drink vending machines are all over than one hundred yards from very interesting beverages.

Best of all I have met greeting people in Japanese. at a person (any person) as considered rude. However, blue eyed barbarian, and when short bow and says good receive a bow and a smile. It is can be carried out through pantomime.

I take a lot of photographs every place I go. What I have fun with is I have a felt pendent from my university (Michigan Technological University). I have had many people here hold it as I take their photograph. When they find out I’m an Engineer they are impressed. They hold engineers and teachers in high esteem; amazing.

Like any other place that I’ve been to, people are people. For example, I watched a couple with a three year old son. They were carrying him through an area with lots of mud puddles, I assumed to keep his shoes and pants dry and clean. After they passed most of the wet spots they set him down. The little boy ran to the nearest puddle and jumped in with both feet. The parents looked at each other with a universal look that said, ‘why did we even try’.

My weekdays are full with very interesting projects and my weekends are full of adventures. At work I have had to understand different construction techniques, how the design engineers approach in their design. I had to figure the different materials and how they work. I learned in a meeting not to say “that is not correct”. I learned to say “You should look at this, I think if you do it this way it might be a better design”. The second way is respective and saves face.

Saving face is huge here. I scored big points twice. First, I learned a simple thing; how to write my name in Japanese characters. It impressed them that I took the time to learn that, and second, I sat in a four hour meeting where only Japanese was spoken, with no translator. It kept my attention the entire time; well I looked like I was focused on the project the entire time. Ok, my wee mind went off subject a few times.

All of this has modified my writing as most of my stories have a connection to Japan. I’ve made several scenes with my hero attempting to like natto for breakfast (try it, you’ll understand.) Remember, eating and liking are two completely different things. I also tweaked some of the character interactions that only happen in Japan.
This next year is going to be as exciting as this first year has been. On the tourist side I will go to a baseball game, a Taiko (drum) festival, a pyramid lantern festival, Himeji castle, the Kyoto Imperial Palace, have tea with Geisha’s and many other sights. I haven’t yet got enough nerve to go to a hot spring for a bath; but maybe.

When I was at a temple in Kyoto it hit me how far back the history of this country goes.. Kyoto was the capital of Japan for over one thousand years. One thousand years! It is hard for me to grasp how long that is. When Columbus “discovered” the new world in 1472, Kyoto had been the capital of Japan for over six hundred years.

But, as usual for me, the most exciting thing is to meet new people even if we don’t speak the others language.

Your Former NCPA President
Dennis Potter  Dennispotter56@aol.com

**Editor’s Note:** Dennis had to be drug into the presidency, kicking and screaming, but finally agreed, only with the promise that we’d give him plenty of help. Which we did, and he wound up being a fine president! We had a great turnout for our Book Awards, and Awards Banquet, and it appears that we broke records for both entries and in attendance, plus brought in our second $1,000 for a Scholarship from the Silent Auction.

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2013-2014 & 2012-2013 ~ Past-President NCPA: Ted Witt

Publishing continues to be the predominant focus of my daily work, through both my publishing company and my purchasing consultancy.

Pretty Road Press still publishes books — some for the private business market and others for the trade. Our most recent trade book is a lavishly illustrated, collection of children’s nursery rhymes by Gwen Keegan. It is titled *Said Frog*.

We have contracted with three new authors for forthcoming books and have a backlog of manuscripts awaiting review. Look for a new cookbook, a children’s book, and a thriller in the near future.

Beyond books, however, Pretty Road Press has expanded its reach into content and photography syndication for web sites. We manage 33 domains, some poorly, others extremely well. Readers find our ghost-written content alongside our commissioned articles scattered all across the internet.

I can’t go a day without writing, but copywriting and marketing for business seems to prevail over the personal. Once we spice up all that business content with photography, graphics, and typography, it’s ready to be published, syndicated, or delivered to the client.

Finally, I’m trying to leverage my 40 years of writing experience into help for other writers. I currently serve as vice president of the Sacramento branch of the California Writers Club, offering monthly writing and publishing tips while also promoting expert speakers on the writing craft.

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**Editor’s Note** During his two-term stint as NCPA Prez, Ted was known for his excellent publishing tips at NCPA monthly meetings and for publishing two NCPA Anthologies, “Golden Prose & Poetry” & “Our Dance with Words” We also had two excellent Awards Banquets at the Blue Prynt Restaurant in downtown Sacramento, both chaired by Rosa and Ken Umbach.

Guest Speakers were NY Times Award Winning Author John Lescroart (2013), and Author, well-known Journalist and TV Personality Tim Herrera (2014.) In 2014, we also reached our first $1,000 from our Silent Auction for a scholarship to a local high school student.
When I was president, member interest in professional publishing was high. That was reflected in our monthly speakers, and in the one-day conferences we held. Times change, however, and we are now in the era of the author-publisher. It’s easier than ever to publish, but of course marketing is still an ongoing concern.

I learned that NCPA always evolves. As the interests of members change, NCPA changes to accommodate them. At the present, NCPA has some very good officers, a couple of valuable new programs, and a lot of efficiency handling events like the book competition.

During my terms as president, I was very fortunate to publish “Dandelion Through the Crack,” by Kiyo Sato, NCPA member. It won the William Saroyan International Prize for Writing. Also, I was honored to publish “Breaking the Silence: A Caregiver’s Voice,” by Frances Kakugawa, NCPA member.

I began to publish less. In 2015, I published a super book (“Don’t Worry, the Floor Broke My Fall,” by Aodhan Richardson”). These days, I publish very little.

In 2013, I wrote “Math For Real Life For Dummies,” which is a fun book. I co-authored three other books, but that’s ancient history. I’ve continued to work a “fixer” (known as a “Dummifier”), and write little one-off “private label” for Dummies books that often don’t have my name on the title. Sadly, though, demand has fallen off, and those little books were good money.

In recent times, I repaired a wonderful book, “Heartfelt Stories,” by Dr. Omar Lattouf. He’s a cardiothoracic surgeon (a “chest cutter”) in Georgia, and he tells many moving stories.


I’m not able to get to NCPA meetings much these days, but I had a great time at a recent lunch meeting. Good officers, lots of planning skill, and very interesting members. I hope to attend another meeting soon.

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Editor’s Note: “Dandelion” sold to another, larger publisher, and they changed the name to “Kiyo’s Story” but it was “Dandelion” with Barry, when it won the Saroyan Award.

NCPA also held a well-attended annual one-day Conference at the Red Lion Inn the day after each Book Awards Banquet for three of the years Barry was President.

That was where I first became involved with NCPA. We’d like to start the Conference up again, but we’ll need a lot more membership participation before that can come about.

Barry has recently come back to join us and is currently working on a well-anticipated 4-hour Publishing Seminar … possibly a series of them. More info on that later.

He’s also currently working on both a flyer and a tri-fold for PR advertising on NCPA, which we have been sorely in need of for some time. THANK YOU BARRY!
2010-2011 ~ Past-President NCPA: Elva Anson

Everett and I joined NCPA in 2001 when it was basically a networking group. The group had a perpetually hard time finding a place to meet. Eventually, they met at the Tower of Books on Watt Ave. until the store closed. Everett and I attended once in a while. After NCPA moved to the recreation room at Merrill Gardens, we attended the meetings more often.

While Barry served as president the second time, I served as vice-president.

In 2010, I became president and Susan Osborn served as vice-president.

I had a lot of ideas I wanted to try. We featured a member of the month, arranged chairs in circular rows so we could see each other when we talked, and tried to focus on getting to know each other better.

Members had a panel discussion at one meeting. We had around 90 members in 2010 and averaged 35 to 40 at our meetings.

Attendance continued to increase. I agreed to run again in 2011. Barry decided to run against me.

He ran a vigorous campaign and won by a few votes. It wasn’t a pleasant experience, but I will always be glad he won.

My daughter had been waiting for a liver for 17 years. She came within days of death before she finally got a liver on July 4th, 2012.

That last year was touch and go with many trips to hospitals here and at UCSF. She had to have someone with her all of the time. I could never have found time to serve as president.

I enjoyed my year serving NCPA.

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Editor’s Note  Members commented on how much they liked the change to a circular chair arrangement, and Elva’s other ideas. In addition, she held our BOD meetings at their lovely home, where they provided delightful trays of deli sandwiches, fruits and veggies.

Attendance was great during that time, and along with our long-time regulars, we had a lot of excited new authors who finished their one book and unfortunately left for greener fields, among other reasons.

She and Everett continue to attend both our lunchtime and evening meetings, and Elva very kindly provides an occasional article for the newsletter, which I greatly appreciate!

It was somehow brought up at this month’s NCPA meeting, that Elva and Everett have been married more than 60 years! They truly are Soul Mates! Congratulations Elva and Everett, and thank you for your continued dedication to NCPA!

2009-2010 ~ Past-President NCPA: Barry Schoenborn

(See 2011-2012, Barry’s final year as Prez.)
Nearly a decade ago I held the honor of being President of NCPA. Since that time I have traveled many roads, some in writing and publishing and others in online business, consulting and art.

On Facebook, I met a lovely lady with a famous humanitarian dog. This woman had been working with a writer to create a book about her actor canine and wondered why it had not been picked up by a publisher.

She also asked if it might be better to publish it herself. I offered to take a look at the manuscript to identify what might be blocking its road to publication. Like too many other manuscripts I have read, it took only the first paragraph to identify the issues.

The book lacked a specific market and the writing needed improvement. Because I have three labradoodles and I am a sucker for humanitarian causes, I began the long journey of writing this book through the viewpoint of this amazing canine.

As this labor of love wove its way from puppy-hood to full-fledged movie actor, I also wrote a manuscript about a canine kingdom, which is yet to be published or pitched for a television pilot.

The manuscript titled, *Chasing Bocker’s Tale* never reached a publisher’s desk because Bocker’s human Dad died suddenly and threw his Mom into a terrible situation. Instead it was self-published, which did not give it the chance it needed to really succeed.

Timing and life’s situations limited the ability to get it seen beyond his Facebook audience and the people who came to his local events.

Shortly after *Bocker’s Tale*, I decided to take part of an old manuscript and make it into a book. It is a slim book based on the most ancient form of numerology, archetypes from the Kabbalah. Titled *Birthday Archetypes*, I published it in softcover and also in Kindle format. It continues to sell and what surprises me most is how many readers I have in Japan?

As I approached my sixty-fifth birthday, I decided to focus on my first love, art. I discovered that this digital age has made the dream of every artist possible. By blending hand drawn images with photography and digital paint through Photoshop or Illustrator, an artist today has limitless control of their vision.

The specific architecture of a photo and the imaginative process can be woven into images that appear to be completely real. Then when digitally complete, they can be printed to canvas and completed with glazes, texture mediums and paint to add a unique finish of color that can only be achieved by hand. In the first twelve months working in art, I created nearly three hundred paintings. It has been an amazing experience.

Practical art is flourishing on the internet and I love the excitement of it. My art has been purchased on tote bags, t-shirts, mugs, metal, greeting cards and silk. I now have designs on shot glasses - who knew?

The world of art continues to change in this digital age. It appears to be following in the tracks of music. People are beginning to stream their art choices for pennies a month.

Another interesting aspect is how easy it is to personalize art. I have a series called *Cats In Hats* and have received commissions to paint people’s kitties in this series. Of course this can be taken even further by putting people or children into paintings as queens or dragon riders. All visions are possible with art today and the cost is minimal.

As I consider the past and attempt to imagine the future, I find it nearly impossible to figure out what a child today will be discovering when they reach sixty-five years old. What will
the world be like in 2082? Will books still be printed or will they find a way to give digital printing the sensual feel we experience with a hard cover book?

Will NCPA still be here? I know this is all beyond my lifetime but alas, it does not stop my curiosity. Thank you to everyone in NCPA for expanding my world. Even this little article expands the way I see life and I am ever grateful for the opportunity to serve and grow.


Michele's Newest Book ~ Birthday Archetypes - now in softcover
Photography, Paintings, Digital Art & Design - Cats In Hats

***

Editor's Note: Go to her Blog and scroll through just a sample of her art and many other things she has going!

Michele was living in Redding (or somewhere thereabouts up north … she's now in Oregon, and might very well have been at that time, also) at least a part of the time that she was president, so VP Mark Rafter ran most of the actual meetings.

This is when I first got involved with NCPA, and only saw Michele once or twice, and even though she did generate several Emails, I don't have much knowledge of her, or anything she did with NCPA. I did find out later, that her husband was a big fan of LOST, as was I, and she and I conversed through more Email for a short while because of that.

I'm in love with her Cats in Hats and some of her other interesting sites! If you have the time, I highly recommend you check them out … I believe all of her sites are copied above. Michele is a very versatile woman!

(See 2011-2012, Barry's final year as Prez.)

2005-2006 ~ Past-President NCPA: Sandra K Williams

Here you go. Sorry it's so short, but my well is dry. :(  
Before, during, and after my term as president, I provided editing and book design services. I was also NCPA's first webmaster. What I enjoyed most about being part of the organization was celebrating each other's successes.

***

Editor's Note: Sandra is no longer working in the writing world. Instead, she's returned to working in the "real world," but was kind enough to be the first to send something about being involved with NCPA.

My response to her apology for it being so short? Succinct; short, but sweet ... It's perfect. Sandra's words are the sign of a true author … make each word count … and as we've all been told: “tighten it up!” That's about as tight as you can get. Too bad I don't follow that credo 😃...

Sandra continues to support NCPA by attending most of our Award Banquets.
What Have I Been Up To?

Once upon a time, it was a dark and stormy night, in a galaxy far, far, away...

None of this adventure began with any of these...

Many years ago, really it was only about 12, I received a phone call from out of the blue, if you consider Sacramento the blue. It was from a gentleman who at that time represented an organization of writers known as Sacramento Publishers & Authors. (SPA)

It is interesting when you get a phone call from someone you don’t know, who is the VP of a bunch of writers who you have never heard of. It makes you wonder why this all came to pass.

It all began with that phone call and events never stopped coming in my direction.

The original request of this article was share with everyone what it is I have been up to since my stint as NCPA President. And so, here you go.

First of all, being the new President of an organization completely new to you and finding out what it is all about, is like herding chickens as far as informational catch up is concerned.

It was interesting to say the least. Together the members and the board of directors developed a strong and vital writers club. We evolved into what you know now as the NCPA. Yes there were conflicts and yes there were times of what I call people greatness. It is because of that people greatness that the NCPA is still alive today.

When my time in the NCPA was coming to an end I was asked what I was going to do. Personally I thought that was a bit of silly question. I was a writer and a busy one, even during my time on the board as President. And so, my answer was simple. I am a writer and many times over author. I would write more and not allow anything to get in my way. That is what Pro writers do. We write, we learn, we research, we carry on.

What did I do you ask? At the time, I had only three titles in print. Progress and ambition being what it is, now I have approximately 145 books and climbing, 4 audio books, too many to count magazine articles including two quarterly columns in Canadian and European magazines.

Speaking engagements were a vital part of my career. Ranging from school events and visitations (these I still do by the way), to book conferences, seminars, and workshops both domestically and overseas. I will do these in a heartbeat. They are both fun and entertaining, and I get to learn so much more.

The great political observer and comedian Will Rogers said, “If you done it, it ain’t bragging.”

I agree. So with that, I have been awarded 24 literary awards. This includes two Author of the Year awards, two Children’s book of the year awards (2001 and 2009), a special Proclamation awarded to me by the Santa Rosa, CA. City Council and the Sonoma Board of Directors making a special day, T.E.Watson Day, in recognition of my achievements and philanthropic work that I did as a graduate of Burbank Elementary school.

They presented this to me when I had the opportunity to go back to my school. I wanted to show the kids there now, what it takes to be successful and how to get there. It was fun, and several days I will never forget.

I am the Founding President of the North State Writers branch 21 of the California Writers Club located in Chico, CA. My most recent award is the Jack London Award presented...
to me by the **California Writers Club**, the oldest and most prestigious writer’s organization in the USA.

Since all of this has transpired, my imagination has delivered time and again, with books for children. **Going West** – a series for 3-5 grades about pioneers who traveled across the prairie headed for California. All documented and researched, it has been one of my most successful books.

I have also continued my goal of producing a series of children’s picture books called the **Pinewood Forest Adventures** (6 books in all), each carrying its own story and main characters, and similar to what Beatrix Potter did (Only a lot less violent.)

I have taken on the task of writing for the first time in my career, the genre of the Murder Mystery. Three so far and still working on them.

I have found them to be a hard genre to write, far more than children’s ever was.

My newest and only just released, is **Light and Stone - Essays on Writing and the Realities of Publishing**. These are many of the questions people have asked, and answered from 43 plus years of being a professional writer. This will be my first digital book, available from [Amazon.com](http://www.amazon.com), and available directly from me via my website at [tewatsononline.com](http://www.tewatsononline.com).

I will continue to write, mentor, coach, do book layouts for people, and explain the craft of writing. I cannot imagine myself retiring. It is the entirety of my soul, truly the reason I was put here. I know that, and all this along with the opportunity to meet a few great authors of the 20th century, Elmore Leonard and Kurt Vonnegut (I had lunch with them at the same time in Detroit. I will tell how this happened at a later time.) We talked shop most of the time while eating.

So, to end, as the Grateful Dead sang in their song **Truckin’**, “*What a long strange trip it’s been.*” I see no end to this drive of wanting to deliver to my fans entertaining books and stories. I can only hope I will never leave them disappointed. Thanks for reading.

T.E. Watson FSA scot, can be contacted via email at tew@tewatsononline.com, or on his website at [tewatsononline.com](http://www.tewatsononline.com).

**Editor’s Note:** Since this was way before I became involved with NCPA, my only contact and dealings with Tom have been through hearing him speak at CWC, then booking him to speak at NCPA, and the ensuing back-and-forth Email prior to his pending appearance. At the time, I had no idea he was a prior Pres of NCPA, but he relayed that info to the membership during his well-presented presentation.

Tom is our first, and final, NCPA Past President, and ironically, the final Email I received for this Blast from the Past theme. I’m thrilled and honored that everyone responded with an article. Now, on to the prior-named SP&A and SPA Past Presidents’ mostly skimpy information.

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**2003-2004 ~ Past-President SP&A: Janice Marschner**

Sacramento Publishers & Authors (SP&A) after SPA and before NCPA

Unfortunately, I could find no contact for Janice, although there are several mentions of her. When doing a Google search, I find this from NCPA, which I’m totally unfamiliar with. It’s obviously out there somewhere in NCPA’s Archived-Cyberland, and has many familiar names, if you’re interested in checking it out (Elva, Alton, Naida, Susan Osborn, Patricia Canterbury, Ken, Joan Barsotti and more) … at. [http://www.librarything.com/profile/NCPA](http://www.librarything.com/profile/NCPA).
Sacramento Publishers & Authors (NCPA when it changed from Sac Pub Assoc. to SPA)

I was President of NCPA from 2001 until 2003 (when Sacramento Publishers Association became Sacramento Publishers and Authors). It was an exciting time to be a member and have a book published. It may have been the golden age of self-publishing and we were fortunate to have gurus of the industry, Dan Pointer and John Kremer, as speaker/award presenters at successive awards events.

Print on demand was early in its evolution and the quality left a lot to be desired, so you had to print 3,000 or more copies to make the numbers work. The process of writing your book, I learned, may have been one of the easiest part. You also needed to edit, design, produce, distribute and promote, among other things. You had to figure out how to get your book into bookstores. Then you had to figure out how to get people to get them out of bookstores. That was back when Barnes & Noble and Borders and Tower were common sites. Book signings in a big store was always a treat, but they could make you crazy. This was before Amazon.com changed the game.

One thing I learned was that the book business is extremely dysfunctional. Another is how important a book’s cover is. Yes, people do judge a book by its cover, particularly the back. It’s fascinating to watch how bookstore patrons evaluate a book before buying it or returning it to its shelf.

My biggest mistake was not hiring a cover designer for my first edition. You only get one chance at reviews and the book’s image is as important to reviewers as are the words inside. While writing, I had an image in my head of what the cover should look like and that’s what I used for the first edition. When creating the second edition I hired SPA member Tammy Dever (now living in Texas) to design a beautiful cover that included endorsements I’d received from Jack Canfield and humorist Dave Barry.

Like most members, I was part of the organization for three to five years, then moved on. I loved the support of members during the creating process and the expertise offered by peers once I could hold my book in my hands. I stayed with SPA to be supportive and encourage other members, but gradually my book, Tending Your Money Garden, became less important in my life.

I went back to being a full-time financial advisor and sold an occasional copy, but mostly I gave copies to clients. They were my intended audience before the idea of expanding my business pamphlet evolved into a real book. TYMG became an expensive business card and I actively looked for ways to shrink the heavy, bulky pile of them in my closet. Writing burned up my creative juices, but after a few years they started flowing again. I now use this energy to create unique photographs that I display online via my website and at Sacramento venues.

Like most members, I wrote one book and that was enough. But fifteen years later, I still can say I am an author. I couldn’t have earned that title if not for my involvement with this wonderful organization and so many creative members. I’m glad NCPA/SPA has evolved and survived.

Bob Dreizler, Chartered Financial Consultant bdreizler@protectedinvestors.com
Editor’s Note: I know nothing of him, but Bob has some great pictures at this website!
Sacramento Publishers Association (SPA) before SP&A and NCPA
Unfortunately, I not only found no contact for Danette, but I found nothing at all on a Danette Mulrine … there were a few authors with her last name, and a couple with that first name, but nothing with both names together … except for something on a Family Tree, and one mention of her in a past NCPA. Please let me know if you find her?

1998-1999 ~ Past-President SPA: Charles A. “Chuck” Bellissino
Sacramento Publishers Association (SPA) before SP&A and NCPA
Local cookbook author, Charles A. Bellissino, of Sacramento Calif., passed away on Friday, February 1, 2008, from a stroke, at the age of 74. He began a career in radio at KXRQ in Sacramento, was an instructor for Broadcasting, and in the early ’70s, newscaster "Marc Charles" for During this time he also winning cookbooks, "The Pasta", and "The Encyclopedia Of taught cooking classes in cities Idaho. He enjoyed traveling to many including the Napa region of signings and tastings. In 1999 he titled "Author's Choice". Charles had voice development, which was adopted by the Chico State University Broadcasting and English departments.

A civic-minded person, he was involved in many organizations; including Past President Sacramento Publisher and Authors (Sacramento, 1998-1999).

Sacramento Publishers Association (SPA) before SP&A and NCPA
Unfortunately, I could find no contact for Dierdre, although there are several mentions of her when doing a Google search (interesting read), and she continues to report being Past President of SPA. The Christensen’s are the authors of 10 published books, including their first, SPA Award Winning, “Building Your Financial Portfolio on $25 a Month” (Or Less)

1994-1995 ~ Past-President SPA: Dierdre Wolownick Honnold
Sacramento Publishers Association (SPA) before SP&A and NCPA
Unfortunately, I found no contact for Dierdre, although there are several mentions of her when doing a Google search, and Dierdre’s writing was published through AbeBooks.com HOWEVER: While doing the Google search, one of the articles gave information on names of individuals who she’s related to. It appears that the Alex Honnold who just climbed Yosemite’s El Capitan without ropes in June 2017, and will be shown on National Geographic TV soon, might be Dierdre’s son, Alexander.

1993-1994 ~ Past-President SPA: Mary Euretig
Sacramento Publishers Association (SPA) before SP&A and NCPA
Unfortunately, I couldn’t find a contact for Mary either, although there are several mentions of her when doing a Google search. She also continues to report being Past President of SPA. Mary’s “Rainbow Writing” was also published through AbeBooks.com
Amy Rogers, MD, PhD, began her writing career in elementary school by (unsuccessfully) submitting anecdotes to Reader's Digest in hopes of earning twenty-five bucks.

By junior high, her real passion was science, especially microbiology. In the bedroom of her home in rural Minnesota, she kept Petri dishes of bacteria in an egg incubator and won first place ribbons in science fairs.

That passion led her to study biochemistry as an undergraduate at Harvard, and ultimately to earn a medical degree, and a doctorate in immunology, from Washington University in St. Louis.

A fascination with microbes animated her years of teaching biology at California State University. More recently, the amazing powers of microscopic critters inspired her to write page-turning novels and short stories that seamlessly blend reality and imagination.

Amy is dedicated to putting real science in her fiction. She also works for scientific literacy by writing a monthly column “Science in the Neighborhood” for Sacramento’s Inside Publications and has taught both ecology and computer programming to kids.

She loves dim sum, Ted Drewes frozen custard, redwood forests, Minnesota lakes, Hawaiian beaches, and cats. She lives in Northern California with her husband and two exceptional children who believe she has an unreasonable tolerance for mysterious things growing in her refrigerator.

In addition to speaking at NCPA, Amy has been a featured speaker at:
- Conference on Creative Writing at University of the Pacific, keynote speaker
- Conference on Creative Writing at University of the Pacific, workshops
- Writers on the Air, Sacramento Poetry Center
- Renaissance Society, CSUS
- Sons In Retirement, Carmichael, CA
- Tuleyome “Nature and You” lecture series, Davis Public Library
- Sacramento Petroleum Association
- Stanford Dept. of Energy Resources Engineering spring seminar
- Great Valley BookFest
- ITW ThrillerFest (panelist)
- Sacramento Suburban Writers Club
- NorCal Editorial Freelancers Association
- Northern California Publishers & Authors
- California Writers Club Writers Network
- Kiwanis Club of Citrus Heights
- Various private book clubs

Amy was just re-elected as Treasurer for NCPA, after serving as Treasurer for the past 2 years. She’s also been co-coordinator of the NCPA Book Awards Banquet for 3 years, plus was NCPA VP for one year.

In addition to her speaking in September, you can see Amy at any NCPA Thursday meeting, or contact her at http://www.amyrogers.com/bio/

Note CHANGE ~
Stephanie Chandler
Rescheduled to 14 Sep 2017 meeting
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.

Note CHANGE ~
Amy Rogers
Rescheduled to
10 Aug 2017 meeting

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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SAVE THE DATE ~ MARK YOUR CALENDAR NOW
12 Oct 2017 Guest Speaker Sharon Darrow ~
“Cover Design in Publishing”

Sharon Darrow

Entrepreneur, Author, Speaker & Publisher
Sharon is a woman of many talents and interests. She owns her own company, Travel ID Cards, is an award winning author, an accomplished networker and speaker, and President of the NCPA, (Northern California Publishers & Authors). Sharon just started her own publishing imprint, Samati Press. In addition, she's still active in animal rescue, both mentoring and teaching kitten foster parents in the Sacramento area.

TESTIMONIALS:
• “Sharon was open and generous with her information and experiences. She created an atmosphere of warmth and transparency sprinkled with humor”
• “Sharon has been the most informational and entertaining speaker on how to write and publish. Her presentation is professional, yet friendly
• “Informative, entertaining — a wonderful speaker!”
• “Helpful, humorous, loved the personal stories”
• “Excellent presentation. Sharon seemed quite at home as a speaker”
• “Learned a lot, would definitely recommend Sharon to other groups looking for a speaker”
• “Loved the personal stories, high energy, great enthusiasm, very personable and enjoyable to hear, points made were spot on!”
• “Loved every minute of the presentation”
• “I especially loved her voice”
• “She’s a very effective speaker! I was engaged the entire time”
• “Sharon is a hoot! Great personality, tons of connections, really good stories!”

NEW BOOK COMING SOON!
An Historical Fiction novel, *Sweet Laura*
Laura’s Dash Trilogy, Book One

For more on Sharon, see her at all NCPA meetings, or https://www.sharonsdarrow.com/
For the past two years, English and Journalism teacher, plus prolific author of more than 30 published books in just 7 years, Michelle has been one of the Judges for our NCPA Books Awards. Her topic “Making Your Characters Breathe” will be about Character Development, and she’ll tie that in to what she looks for when judging.

**Bio:** M. L. (Michelle) Hamilton teaches high school English and journalism in Central California. Since her earliest memory, books have been an integral part of her life, so pursuing a teaching what she loved came naturally. However, she always dreamed of publishing her own novel.

That dream came true. Her first novel, Emerald, was published by Wild Wolf Publishing in 2010. Since that time, seven books in the World of Samar series have been published. In 2013, the Peyton Brooks’ Mysteries were born, allowing her to branch into a new genre.

After seven novels in that series, she moved the main character into the FBI. In 2014, she began the Avery Nolan Adventures, an urban fantasy series set in beautiful Lake Tahoe.

In addition to teaching and writing, she has three sons, two dogs, and three cats. And sometimes a stray rabbit living under her deck.

For M.L. Hamilton Books ...http://www.authormlhamilton.net/

For Michelle’s Editing Services including price list & to see her gorgeous black cat on the keyboard: http://blackcatediting.weebly.com or by Email: blackcatediting17@gmail.com

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**LOOKING FOR AN EDITOR?**

Our November speaker, M.L. Hamilton (Michelle), has been a judge the last two years, for the NCPA Book Awards, and has decided to branch out into editing. She has a new website for the editing services, http://blackcatediting.weebly.com plus a separate Email: blackcatediting17@gmail.com

Her qualifications for doing editing are impressive. As she says on the website, “I am a published author with more than 30 books to my name. I have also been a high school English teacher for the last 25 years, so believe me, I’ve seen it all. In addition, I’ve taught journalism for more than 20 years.”
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Tugboat Fish & Chips  Antelope Walmart (the cake!)
Steven James, author of Troubleshooting Your Novel
Michael Marks, Emcee ~ Your Produce Guy, CW31 ~ Host, CA State Fair Kitchen

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