The Pen & Press
Northern California
Publishers & Authors

Thursday 8 June 2017
6:30pm-8:30pm Regular Meeting

Linda Joy Singleton:
Connecting with publishers & agents, & balancing promotion & daily writing

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

UPCOMING MEETINGS & EVENTS

Wednesday 21 June ~ 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

13 JULY ~ No speaker ~ Networking
10 AUG ~ Stephanie Chandler ~ Advanced Book Marketing and Launch Strategies
14 SEP ~ Amy Rogers ~ Ingram Spark & Pronoun for Indie Distribution
12 OCT ~ Sharon Darrow ~ Cover Design in Publishing
9 NOV ~ Pending
14 DEC ~ Holiday Networking/ Book Sales Meeting

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

19 July ~ NO SPEAKER
16 Aug ~ NO SPEAKER
20 Sep ~ NO SPEAKER
18 Oct ~ NO SPEAKER
15 Nov ~ NO SPEAKER
Dec ~ NO MEETING ~ HAPPY HOLIDAYS
No Prez message this month ... since it’s so late in the month and I want this to go out in May, there’s not enough time for Sharon to write something. We’ll have both a President’s message and a Treasurer’s report in June.

NCPA OFFICER ELECTIONS, 2017-18

2017 Elections are over, and the NCPA officers remain status quo ~ HOWEVER ~ Prez Sharon stated very emphatically at the time she accepted the position for the third year, that this will be her last year as president.

We need fresh blood, since none of the existing officers are interested in being President. That means someone needs to step up to take over the position next year (election will be in April 2018) … start thinking about it.

Sharon’s willing to help whomever takes the position, and the new Prez gets to do things their own way … set a new time and/or day/night for the meetings, a new location, whatever you want (within reason.) If you’d like to see changes with NCPA, now’s your chance to get involved.

NCPA 2017/18 BOARD

President ~ Sharon Darrow
Vice President ~ June Azevedo
Treasurer ~ Amy Rogers
Secretary ~ Tom Kando
Communications Director & Newsletter Editor~ Norma Jean Thornton

BOOK AWARDS BANQUET 2017-18

Sharon, Amy & June have all agreed to work with me for another year on the Awards Banquet. The date is tentatively set for Sunday 22 April 2018, once more at Cherry Island Golf Course, with a new Chef.

Those in attendance this year, will remember the Sous Chef that our Emcee, Michael Marks, introduced and gave kudos to after the dinner. I don’t remember his name, but he’s worked at the White House for at least one U.S. President (Date confirmation pending Cherry Island’s starting their 2018 calendar; but we’re penciled in for that date, so it’s about 99.9999999999999% sure it’s ours. More info on that, and the Chef’s name, later.)

Remember… any book published and for sale to the public between 1 January 2017 and 31 December 2017 will be eligible for this next Book Award, so get busy and finish those books!

SILENT AUCTION 2017-18 & 2018-19

Instead of another scholarship, the proceeds from our 2017 Silent Auction ($830) will be presented to 916Ink during the Banquet in April 2018. (That amount, plus the $260 that was raised during the card raffle & a private check that was presented to them at the dinner, will total $1,090 to 916Ink in Ken Umbach and Laurie Hoirup’s honor, over a period of 2 years.)

Our intent is for the proceeds of the 2018-19 Silent Auction to go to either 916Ink again, or to another reading or writing non-profit, such as the Library Reading Program for youngsters.

That decision will be made once we start working on next years’ Book Awards Banquet/ Silent Auction. If you have an organization of that genre that you’d like to see funded, please let us know.
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](http://www.LindaJoySingleton.com)

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**HELPFUL SITES FOR AUTHORS … from Amy Rogers**

When attorney Susan Spann visited NCPA recently she shared a lot of valuable information about copyright.

One important point that came up: song lyrics are protected by copyright and you cannot use them in your book unless you have permission, or can make an argument for fair use.

Simply citing the source is not the same thing as having permission. This article talks about how to get that permission:


Two of the most valuable organizations for independent publishers are IngramSpark (POD printing and distribution) and Independent Book Publishers Association (IBPA).

Right now they've partnered. If you're an IngramSpark customer, you can get a free three-month trial membership in IBPA by going here:

[http://www.ibpa-online.org/page/IngramSparkTrial](http://www.ibpa-online.org/page/IngramSparkTrial)

While it's best to hire a professional to do your cover design, realistically many of us will try to do it ourselves. Here is a fantastic list of resources to help you build a cover:

Six legs. Four eyes. Two hearts. One team. A military working dog (MWD) and its handler live together, eat together, play together, sleep together, and risk their lives for each other every day while in a war zone. Each military dog saves between one hundred fifty to two hundred soldiers during its working life by sniffing out concealed explosives and other weapons, and by alerting its handler to hidden enemy soldiers. See the trailer that local student filmmakers produced at: www.youtube.com/watch?v=uptKmGhUEOA&feature=youtu.be.

Kirkus says, “. . . admirable introduction to the military’s K-9 corps,” and, “A smart salute readership beyond dog

Booklist says, “Utilizing and handlers, this follows primarily on the period present day. Detailed, info-temperament and breeds for the various jobs a dog can

Connie Goldsmith www.bombsoverbikini.com

Recent books by Connie Goldsmith from Lerner Publishing Group
Dogs at War: military canine heroes
Understanding Suicide: a national epidemic
The Ebola Epidemic: the fight, the future
Traumatic Brain Injury: from concussion to coma
Bombs over Bikini: the world’s first nuclear disaster

Dr. Amy Rogers Keynote Speaker and Workshop Presenter

Friday 23 June 2017

Conference on Creative Writing at University of the Pacific Stockton, CA

Dr. Amy Rogers, Keynote speaker. “Celebrate the Small Stuff: Let shameless, out-of-proportion joy drive you to success in your writing career”

Dr. Amy Rogers, Workshop presentations on “How to do a book launch” and “Ten things to know about writing thriller fiction” for more info: http://www.amyrogers.com/bio/
"The Ascendancy of John Behan, Prison Superintendent"
A synopsis of NCPA member Tom Moy’s presentation at the Arizona-New Mexico History Convention in Flagstaff, Arizona. 22 April

“Who is John Behan?”
He was Sheriff of Cochise Co. at the time of the gunfight at the OK Corral. Feelings among voters ran high against Behan and the Earps.
Six years later Behan was appointed Assistant Superintendent at Yuma Territorial Prison. Seven prisoners broke out of prison, taking the Superintendent hostage. Behan, along with other staff, quelled the escape, which propelled Behan to hero status.
When the nearly fatally injured Superintendent resigned, Behan was appointed as his replacement.
The balance of my talk discussed Behan's administration.
Happy Trails, Tom Moy

Editor’s note: At a meeting several months ago I had asked Tom to send something about his upcoming speech at the Convention. It came in during my issue with no I-net access for 19 days and wound up at the bottom of the pile … better late than never! Here it is, Tom: Thank You, and CONGRATULATIONS! Hope you had a great time!

LOOKING FOR AN EDITOR?
M.L. Hamilton (Michelle) has been a judge for the last two years, and has decided to branch out into editing. She has a new website for the editing services, [http://blackcatediting.weebly.com](http://blackcatediting.weebly.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.”

The following is another thank you NCPA received from Marley Bauer from Rocklin HS, our 2017 $1,000 Scholarship winner. He had been accepted at San Diego State, but decided on Sierra College in Rocklin, close to home.

To the Northern California Publishers and Authors Association:
I would like to once again thank you for selecting me as your scholarship winner. The scholarship will help with my aspirations for getting a journalism degree. Also the dinner was wonderful. Thank you. I hope I can live up to the expectations that this scholarship has set for me in college.
Thank you again,

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

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.

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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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/
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/
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Sharon Darrow / Travel ID Cards                       Susan Spann
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

THANK YOU to all donors and sponsors, and to everyone who attended the awards banquet, bid on auction items, or purchased books from the NCPA author/publisher bookstore.

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Note: the Executive committee consists of five elected officers: President, VP, secretary, treasurer, communications director