



Sacramento Publishers Association

NEWSLETTER

M A Y 1 9 9 9

UPCOMING MEETINGS

SPA meetings are held the third Tuesday of each month at 7:00 p.m. in the SMUD building at 5026 Don Julio Boulevard (at the corner of Elkhorn Boulevard). Coffee and refreshments are served. Please mark your calendars and join us:

May 18, 1999 - BEA and Books Expo

June 15, 1999
August 17, 1999
September 21, 1999
October 19, 1999
November 16, 1999

UPDATE ON BEA AND BOOKS EXPO

BEA and BookExpoAmerica will be the topic for the May 18th meeting. Naida West and Elizabeth Gibson attended and worked in the SPA booth. They'll provide timely information on what was accomplished, what's new and what lies ahead. BookExpoAmerica was held April 30 - May 2 in L.A.

NOTES FROM PREVIOUS MEETINGS

1998/1999 Book Awards

Congratulations to the winners from our Annual Book Awards Contest! Special thanks for participating to all the SPA members who entered their books.

Andrea Patterson and the entire team of judges received thanks for devoting their time to join the team of judges.

The March meeting was a festive occasion with many members in attendance and some great munchies available. This annual event was a success!

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Graphic Design for Marketing - A Hit!

Elizabeth J. Gibson offered up a timely lesson for publishers at the April meeting -- from basic tips on designing marketing materials to working with designers. As always, Gibson brought her years of experience training clients on how to be great sales and marketing pros along with her enthusiasm for the topic! There was basic information for both those who want to do-it-themselves and those who just wanted to be able to talk intelligently with a graphic designer.

If you missed this presentation, you owe it to yourself to show up the next time Elizabeth Gibson volunteers to train SPA members on sales and marketing!

ANNOUNCEMENTS

Calling all members!
Wanted -- Newsletter Editor(s),
No experience necessary!
SPA needs help getting putting together the monthly newsletter. Call Dee Linton if you can volunteer! 974-0764

EMAIL Listings -- Want SPA news faster?

Add your email address to the SPA email list.
It's easy. Write to:
dlinton@ravenwoodpub.com

SPA Directory

The deadline for submitting entries for the 1999 SPA Membership Roster is June 1, 1999. Call Dee Linton, (916) 974-0764, if you need the form.

THE PRESIDENT'S CORNER

Chuck Bellissimo's regular column will return next month.

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1998/1999 Book Awards

“Tending Your Money Garden” an easy to read and humorous money management primer was named the Gold award winner. The book was published by Rossonya Books. It also took home the Best First Book, Best Business, Best Non-Fiction-General and Best Self-Help awards. Congratulations!

The Silver award was “A First Year Teacher’s Guidebook” written for K-6 grade teachers and published by Dynamic Teaching Company. “Teacher’s” also won the Best Cover, Best Reference Resource Directory, Best Text and Layout and Best Postcard awards.

The Bronze award winner was “The Red Bluff Navy” a chronicle of WWII days when rationing was the rule and old-fashioned ingenuity kept life interesting for the men of FSU-9. Published by Ravenwood Publishing of Sacramento, “Navy” also took home the Best Non-Fiction-History Book award.

The Best Poetry/Creative book award was given to “Song for Tomorrow” a collection of poetry in which author Helen Turner Carlisle explores love and loss, the struggles of youth and the pleasures of maturity Published by Ravenwood Publishing. “Song” was also the winner of the Best Illustrated Cover and Best Bookmark awards.

“Loredo”, a children’s picture book based on a liveTV rescue in the storm of 1997, was awarded the Children’s Illustrated, Best Illustrated Interior - Child, and Best Poster awards.

“Loredo” was published by JF’s Publishing of Folsom.

“Potpourri of Land and Sea” an anthology of author Mel Myerson’s newspaper columns and fiction written in a wry humor vein landed the Best Humor award.

“Potpourri” was published by Ponderosa Publishing of Shingle Springs.

Library Display of SPA Winners

Another highlight of the evening was a display of previous years’ winners which was coordinated by member Terry Prince and displayed at the main Sacramento County Library throughout the month of March.

After the awards ceremony the display was updated to include this years winners!

IDEAS FOR ONLINE

From time to time, we all come across Websites that have interesting information. One that I like is a site that covers legal issues for writers and publishers. You can find it at

<http://home.earthlink.net/~ivanlove> .

Featured currently: "What Business Are You In?", "Helpful Articles for Writers and Publishers" and "Articles About the Internet and Electronic Rights".

A search engine you might like to check out is Google. It does a nifty job of quickly finding information you need, like the right address for a company, or, where your own name appears on the web.

<http://www.google.com>

Please send me any web site that you would like to share with the rest of the group and I will see that it gets published in the next newsletter.

Email me at:

dmulrine@ravenwoodpub.com
-- Danette Mulrine

ONLINE SEARCH ENGINES

With thanks to Eric Anderson (from his postings to the Publishers Forum List)
www.blainesoft.com Blaine Software Custom software, networking and Internet/Web applications.

WebFerret

WebFerret queries large Web Search Engines to find quickly and efficiently whatever it is that you are looking for on the World Wide Web. WebFerret will query all configured search engines simultaneously, while discarding any duplicate results. Results that are returned (often within a second or two) can be acted upon immediately. New or updated search engines are added automatically to the application as they become available. WebFerret is available free of charge. For more information, please refer to:

<http://www.ferretsoft.com/>

Note: WebFerret software is required.

Search Engines-Beacoup! A huge gathering with categorized search engines for specialized searches.

<http://beaucoup.com/engines.html>

Dog Pile

<http://www.dogpile.com>

Meta Indices & Megasites:
InfoSource

<http://www.info-s.com>

The Librarians' Index to the Internet

<http://sunsite.berkeley.edu/InternetIndex/>

Associations on the Net (over 1100 associations; part of the Internet Public Library)

<http://www.ipl.org/ref/AON/>

Mailing Lists Directories:

<http://www.liszt.com>

http://yahoo.com/Computers_and_Internet/

Computers_and_Internet/Internet/
Mailing_Lists

<http://www.reference.com>

For those of you interested in Internet performance, here's a handy page:

http://www.InternetTrafficReport.com/cgi-bin/tr_chartpage.pl?NorthAmerica

Computers_and_Internet/Internet/Mailing_Lists
<http://www.reference.com>

Newsgroup Directories:

<http://www.dejanews.com>

<http://www.reference.com>

<http://www.yahoo.com/News/Usenet>

Did You Know that the Census Bureau publishes facts on all kinds of things that a writer or publisher can use? You can go to the website and check out information on current issues or occupations or anything else that the government collects information about. For example: Mother's Day (May 9) Statistical information from the Census Bureau's demographic and economic subject areas pertaining to special observances. Similar facts for other events and holidays throughout the year.

The Internet address is <<http://www.census.gov/Press-Release/www/factsheets.html>>.

ACTION ALERT

From Peter R. Steinblums, Gold Tree Press
Posted to the Publishers Forum, hosted by
ARTS & FARCES <<http://www.farces.com/>>
TO SUBSCRIBE send email to:
pub-forum-on@moriarty.farces.com

Do you use a Commercial Mail Receiving Agency (such as Mailboxes Etc.)? If so, read below, you could be affected by a new postal rule to go into effect in September 1999.

If your street address now at Mail Boxes Etc. is:

"100 Main Street, Suite #205", the new United

States Postal rule requires that any mail which is NOT addressed as "100 Main Street, *PMB* #205" will be returned to the sender as undeliverable with no forwarding. Apparently, all mail addressed to you at:

"100 Main Street"

"100 Main Street, #205"

"100 Main Street, Suite #205" etc.

WILL NOT be delivered to you! (PMB = Private Mail Box.)

1. Talk immediately to your commercial mail service provider to see how that corporation is responding to this law and if you can help in any way.
2. Call / write the Postmaster at your local post office from which your CMRA receives the mail and ask them how they will enforce this new law. Voice your displeasure at not being asked your opinion before the law was enacted. Let them know the hardship to your business. My Mail Boxes Etc. tells me they have received letters over the years from the local branch of USPS in the past but they have not always strictly enforced some new laws to the letter of the law.
3. Write your congresspersons!
4. If you receive bills at your CMRA address, it may be a good idea to change to the "PMB" now. Also, change it for anybody who sends you \$\$\$ on a regular basis. The law became effective March 11, 1999, but you have until September 11, 1999 to be in full compliance. If the law is tossed out eventually, you can always go back to your old address if you prefer.

ABOUT SACRAMENTO PUBLISHERS ASSOCIATION

The Sacramento Publishers Association (SPA) is an alliance of independent publishers from the northern valley region of California working together to exchange information about the book publishing business.

The SPA sponsors an annual Awards night as well as an annual conference on publishing. The SPA holds monthly meetings to focus on critical elements of publishing and marketing of members' works and often includes outside speakers.

The SPA is an affiliate of the Publishers Marketing Association a non-profit cooperative marketing organization.

*We're Growing!
Join SPA today!*

Key Phone Numbers:

Chuck Bellissinio, President: (916) 488-1830
Elizabeth Gibson, V P: (916) 489-8932
Andrea Patterson, Secretary/Treasurer:
(916) 392-1216
Joan Barsotti, Programs: (530) 622-4629
Dee Linton, Membership: (916) 974-0764
Dee Linton, TEMP newsletter Editor

Dues are \$35 per year for publishers and authors, \$45 for vendors and associate members.

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Newsletter Editor Wanted:

*Have a red pen
handy?
SPA needs you!!!!!!*

Submissions to this newsletter are always welcome. Send your ideas and announcements to:

Dee Linton, *TEMPORARY* editor
email: dlinton@ravenwoodpub.com
snail mail: P.O. Box 1551,
Sacramento, CA 95860
Phone: (916) 974-0764
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Remember that your Sacramento Publishers Association dues are a bargain at \$35. Your individual membership is the equivalent of free if you also belong to PMA or SPAN because they discount your annual membership by \$35 if you belong to a regional affiliate. You also receive discounts on PMA and SPAN activities and special perks.

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FIRST CLASS

Address Correction Requested