

## Meetings

Visitors are always welcome! There is no charge to attend. Meetings run from 7 to 8:30 p.m., followed by coffee and refreshments.

Beginning January 2001, meetings are held the fourth Wednesday of each month in the auditorium of the SMUD Headquarters Building at 6201 S Street, Sacramento, off Highway 50 between 59th and 65th streets.

## Feb. 28 Meeting: Building Your Business Plan

The two speakers at the Feb. 28 SPA meeting were Gilda Perez, Small Business Administration, and Darlene Conway, Business Information Centers.

They shared information how to get started in business, where to get free advice and services, how the SBA loan program works, and more. They were a great example of our tax dollars at work!

For instance, the Small Business Development Center (SBDC) provides business plan and management assistance. The Service Corps of Retired Executives (SCORE) gives free expert business advice and also holds seminars. At the Business Information Centers (BIC), you can get tax credit information and use their computers.

As member Karen Gedig Burnett has noted, "You must always think of publishing as a business or you'll lose your

shirt." These agencies can help you make the transformation from starving artist to profitable business.

The meeting dates for 2001 are:  
March 28 June 27 Oct. 24  
May 23 July 25 Nov. 28  
Read about upcoming meeting programs on page 3.

For more information contact Karen Gedig Burnett at (916) 773-0276 or e-mail [kgb@grandmarose.com](mailto:kgb@grandmarose.com).

shirt." These agencies can help you make the transformation from starving artist to profitable business.

The speakers brought handouts, including a CD with software for creating a customized business plan, to the meeting and left the extras behind.

SPA members who missed the meeting can contact Dee Linton, (916) 974-0764 or [dlinton@ravenwoodpub.com](mailto:dlinton@ravenwoodpub.com), to request mailed copies... just promise to repay the postage. The \$2 or so for postage is well worth the investment!

For more information:  
SBA: (916) 498-6410; [www.sba.gov](http://www.sba.gov)  
Watt Ave. BIC: (916) 263-0656  
Sacramento SBDC: (916) 563-3210;  
[www.commerce.ca.gov/business/small/starting/](http://www.commerce.ca.gov/business/small/starting/)  
SCORE: (916) 361-2322;  
[www.score.org](http://www.score.org)

## Each One Reach One

By Andrea W. Patterson, Publicity and Awards

April 28 marks the seventh annual book awards program for the Sacramento Publishers Association. It is a time to celebrate the achievements of members who have distinguished themselves. As in the past, you will be pleased with the quality and caliber of the books and winners.

Departing from the tradition of holding the ceremony on a meeting night, SPA is partnering with the Publishers Marketing Association to hold an all-day seminar and luncheon at which award winners will be featured.

We ask members and friends to support the workshop and your peers by attending the seminar and luncheon. Winners will be announced in five major categories, which include the coveted Gold, Silver and Bronze Awards.

How can Each One Reach One? We need each member to post a workshop notice at your work site, in your neighborhood library, or with any association in which you belong. Let your imagination be your guide.

Conference information can be downloaded from the SPA Web site, [www.sacpublishers.org](http://www.sacpublishers.org), or by calling Andrea Patterson at (916) 393-0500.

Support your SPA — Each One Reach One!



# The Pen & Press

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Spring 2001



## The Good News Just Keeps On Coming for SPA Members

The topic of our next meeting, *Surviving in the Publishing World*, is particularly apt considering the contents of this Good News column. What does it take to survive? Hard work, perseverance, and creativity. Read and learn from other members.

Naida West of Bridge House Books is busily promoting her latest book, *Eye of the Bear*. She has a talk and book signing scheduled for the Daughters of the American Revolution (DAR) state convention in Fresno on March 11, at a Sacramento DAR meeting on March 17, at the McHenry Museum in Fresno also on March 17, at Barnes & Noble on March 22, at the Museum of the San Ramon Valley on March 24, at an AAUW luncheon on April 7, at Bonanza Books in Walnut Creek on April 10, and at the Galt Historical Society and Friends of the Library meeting on April 24.

She has also arranged a tour of the battlegrounds from *Eye of the Bear*. The tour, handled through Cultural Arts Tours ([www.cattours.com](http://www.cattours.com)), departs from Sacramento with Naida on board to discuss the history behind *Eye of the Bear* and sign books. Tours are scheduled for March 29 and April 28.

In addition, Naida has set up a TV interview on *Artist's Forum Live* for April 8 in Calaveras County. She's working on a Sacramento Bee story and isn't certain when it will run.

Naida's previous book, *River of Red Gold*, is now required in the following courses around the country: history, literature, anthropology, geography. In Sacramento county it is used at American River, Cosumnes River, and Sacramento City College.

Besides researching, writing, and publishing *Eye of the Bear*, Naida has

just published two other books. What makes the hard work worthwhile? "The many letters and e-mails from ordinary readers who say such nice things," Naida said. "In the case of [publishing] *From Hell to Jackson Hole*, the crying need for the poems of this extraordinary poet to be collected in one place. He proves that, as Thomas Carlyle wrote, 'History is the essence of innumerable biographies.'"

For *Seventh Child*, Naida needed to get her uncle's work published before he was no longer in the world. "The typesetting and editing have been a wonderful journey of discovery about the most important person in my life," she said.

Other Sacramento publishers are also hard at work promoting their books creatively.

Janice Marschner of Coleman Ranch Press and author of *California 1850: A Snapshot in Time* took delivery of her second printing this month, exactly one year since the first printing—3,000 at a crack!

A second printing was necessary because sales have been going extremely well. Ingram and Baker & Taylor order fairly regularly and Midwest Library Services is a regular, as well. She suspects the latter wholesaler has been receiving orders from California county/city/college/high school libraries as a result of targeted e-mails Janice has sent introducing her book to these facilities.

Janice has been doing some museum event book signings and has several local bookstore signings scheduled this spring. She also has found "festivals" to be a lucrative market for her book, although sometimes it's a little scary to front a sizeable booth fee.

Karen Gedig Burnett, G.R. Publishing, has been giving school presentations based on the messages in her books *Simon's Hook: A Story About Teases and Put Downs* and *Katie's Rose: A Tale of Two Late Bloomers*.

In the last month Karen has traveled to Northern and Central Indiana, Cleveland, Milpitas, Merced, Bakersfield, Indio, and Palm Desert.

"It's a wonderful way to help students and staff learn to handle difficult situations and develop life skills—plus the resulting book sales really help!" Karen said.

John Andrew has received a letter from Frank Savage, Governor and Chief Minister of the Virgin Islands stating he had read John's book "with very considerable interest" and thanking him for his "invaluable contribution."

John's book, *The Hanging of Arthur Hodge: A Caribbean Anti-Slavery Milestone*, records the background and aftermath of the trial and execution of a prominent West Indian plantation

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Welcome Spring!

RETURN SERVICE REQUESTED

Promote — Educate — Network

SPA 2000 Awards Gala and  
Mini-Publishing University!  
Saturday, April 28  
Registration form enclosed

## Introducing...

Meet SPA's newest members:

- ~ Scott K. Smith
- ~ Paul Sweeney
- ~ John Grisham
- ~ Richard Nixon
- ~ Ezra Pound
- ~ Henry David Thoreau
- ~ Walt Whitman

Okay, the last five didn't join...  
April Fools! But they could have,  
since all five self-published at least  
one book.

## President's corner

Thank you for all of your thoughts and prayers. They have definitely made a difference in my recovery.

Members, nothing is more valuable than your time and how you choose to spend it. At our May meeting you have a chance to volunteer some of that valuable commodity to the organization.

All officer positions are open. Many of our current volunteers are "retiring" from duty so we need all of you to consider giving the organization a year of more involved service. Generally that means attending a board meeting every couple of months, assisting in planning programs or events and/or putting some time into the newsletter or Web site or outreach to media or other organizations and attending member meetings as often as you can.

If you are interested, drop me an e-mail: [dmulrine@ravenwoodpub.com](mailto:dmulrine@ravenwoodpub.com).

Also, please plan to attend the SPA/PMA conference on April 28. SPA will get some of the proceeds as part of our fund-raising ventures. Our annual book awards will be featured at the noon luncheon and, from what I understand, we had a great set of books in the running. Support your local organization by attending!

## Good news

*continued from page 1*

owner and politician hanged for the murder of a slave, one of many whom he had brutalized over a period of years during the early 1800s in the British Virgin Islands. The Virgin Islands' National Education Services has bought 100 copies of the trade paperback edition of John's book.

**Lilia Westmore** was a runner-up in a writing contest held by *Straight From The Heart Magazine*. The magazine described Lilia's entry, "Untitled Piece," as:

Exceptional because it reminds us how fragile is our own existence, how we too might crumble if someone we treasure walked out of our life forever. In less than 400 words it will immerse readers in its lonely despair, drowning them in feelings of futility and resignation. And I think it will endure as a reminder of life's painful lessons.

Read Lilia's story online in the February issue at [www.straightfromtheheart.org](http://www.straightfromtheheart.org).

**Paul Sweeney** has a book signing scheduled for 1 p.m. April 14, at the Watt Ave. Tower Books.

His book, *My Greatest Accomplishment*, an autobiographical account of his adventures pursuing better opportunities, can be found in the new non-

fiction section of any Tower Books or at [Amazon.com](http://Amazon.com).

**Eloise Barton**, who has shared her e-books expertise at SPA meetings, has a new author page at [www.ebooksrock.net](http://www.ebooksrock.net).

**Chuck Bellissimo**, Marcus Kimberly Publishing, has scheduled a book signing at the Kunde Estate Winery in Kenwood for March 17, cooking classes and a book signing in Boise on March 22, and an event at the Children's Receiving Home on Auburn Blvd. on March 31.

On April 4 and 5 he'll promote his sauces to buyers for grocery chains at the Private Label Exposition in Las Vegas. Following his return, he'll be a monthly guest at the Watt Ave. Tower Books, where he'll be cooking and selling his cookbooks "for as long as they'll have [him]."

**Paula Bonnier Anawalt** of Abongold Books will hold a story telling and book signing at the Roseville Barnes & Noble 7 p.m. March 22.

For the story telling Paula narrates her children's story, *The Crystal Palace: A Tale from the Gold Country*. She will hold a story telling, book signing, and poster signing at the Folsom Borders, 10:30 a.m. March 27, followed by a poster sale. Her framed poster art will *continued on page 3*



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**Promote – Educate – Network**

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The first English self-publisher was William Caxton. A textile merchant based in Bruges, Caxton was also a writer. His translation from the French of *Recuyell of the Historyes of Troye*, self-published around 1475, was the first printed English-language book.

Two years later Caxton returned to England, setting up a printing house that published still-studied works such as *Morte d'Arthur* and *The Canterbury Tales*, and establishing the independent publishing tradition followed by members of the Sacramento Publishers Association.

The Pen & Press honors the legacy and foresight of the publishers who embraced the new printing technology.

In our own time, advances in desktop publishing combined with the incipient electronic publishing industry have led to a rebirth of independent publishing that parallels the excitement created by the Gutenberg printing press.

## Calendar

### March 28

#### SPA meeting

Surviving in the Publishing World

Whether you have published or plan to publish, your goal is to survive and thrive. What are some steps to take to help ensure your success? What avenues should you follow?

Successful member small publishers will discuss:

- Marketing directions they took to survive
- Mistakes they made along the way
- Hindsight ideas
- Plans for the future

Our panel consist of publishers with books in a variety of fields: business and financial, historical fiction, children's books, cookbooks, and more.

- Learn from their experience.
- Ask questions and receive guidance.
- Share your own ideas and experiences.

Let's help each other learn to succeed. Come to the Sacramento Publishers Association Round Table Meeting.

### April 25

#### SPA meeting

Canceled!

### April 28

#### Conference and Awards Program

The SPA-PMA co-sponsored Mini-Publishing University will feature three outstanding speakers.

Internationally recognized copyright and publishing law expert attorney Ivan Hoffman will discuss the as-yet undefined field of electronic rights as well as the special issues facing publishers and authors who promote their books on the Internet.

Publishing consultant Robert E. Erdmann will detail the steps required to develop a book into a bestseller.

Cynthia Frank, a 20-year publishing veteran whose books have won multiple awards, will explain how to work with printers, designers, and editors to produce a polished product at a reasonable cost.

The winners of the seventh annual SPA Awards will be announced during lunch.

The Sacramento Mini-Publishing University will be held April 28 at Hawthorn Suites Hotel, 321 Bercut Dr. Seminars begin at 9 a.m., 10:45 a.m. and 2:15 p.m. The non-member cost is \$40 per seminar or \$100 for all three, including lunch. Members pay only \$30 per seminar or \$75 for the full day, including lunch.

Return the enclosed registration form today!

### May 23

#### SPA meeting

E-Books Revisited

- What is an e-book?
- Are they viable for your readers?
- Steps in e-publishing

### June 9

#### Central Coast Book & Author Festival

All things literary will be celebrated in this San Luis Obispo festival. More information is available online at [www.ccbookfest.org](http://www.ccbookfest.org).

### June 27

#### SPA meeting

To be arranged

### July 25

#### SPA meeting

To be arranged

## Worth the visit

If you use your books as part of your consulting business, you may find [www.woodenhorsepub.com](http://www.woodenhorsepub.com) of interest for helping to boost your name recognition.

SPA members can get a 20-percent discount on *The Insider's Guide to School and Library Marketing*. Member cost is \$39.96. For more information about buying this book go to [www.internet-monitor.com](http://www.internet-monitor.com).



## Good news

*continued from page 2*

also be exhibited in the Borders Café.

Bookadventure.com, a site that promotes reading for children, has a section called Quiz-O-Matic in which visitors can take quizzes based on different books. *The Crystal Palace* is one of the books available for quizzing, alongside best-sellers like the Harry Potter books.

The taped version of this story received the SPA Best Audio Cassette Tape Award last year and has been designated an Educational Resource by the California Sesquicentennial Commission. The California Department of Education placed the book and tape on its Legal Compliance List. Paula's book, tape, and poster are now available in various formats through [Amazon.com](http://Amazon.com), [Barnesandnoble.com](http://Barnesandnoble.com), [Borders.com](http://Borders.com), and [Ebooks2go.com](http://Ebooks2go.com).

## Hot off the press

#### New from Bridge House Books:

*Eye of the Bear: A History Novel of Early California* by Naida West was printed in December.

*From Hell to Jackson Hole: A Poetic History of the American West* by Michael L. Johnson went to print in Hong Kong and will be available June 14 if all goes well.

*Seventh Child: A Memoir of Elizabeth Symon Smith* by Don Ian Smith, edited by and epilogue by Naida West, should be going to print now.

#### Reprint from Coleman Ranch Press:

*California 1850: A Snapshot in Time* by Janice Marschner was reprinted after one year.

### SPA Member-only Perks

- ✓ Save 25 percent on the Mini PMA-U April 28th!
- ✓ Get \$26 in credit from PMA to use towards PMA programs when you join PMA as a SPA member.
- ✓ Join SPAN and get a discount of \$35 on your membership fee if you are an SPA member.