



Sacramento Publishers Association NEWSLETTER

MAY 1999

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!

(continued on page 2)

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.

(continued from page 1)

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.

Sacramento Publishers Association
P.O. Box 60954
Sacramento, California 95860
(916) 974-0764

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
Fax: (916) 972-9312

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



Sacramento Publishers Association NEWSLETTER

JUNE 1999

UPCOMING MEETINGS

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June 15, 1999 - Working with Printers

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

WORKING WITH PRINTERS

At the upcoming June meeting, a panel of publisher members will share good, bad and ugly lessons they've learned about book printing.

If you have ever lost sleep worrying over slipped delivery dates, unexpected charges, shoddy products, or just not knowing who to call for bids, this is the meeting for you!

The panel has had some great printing experiences and made some wonderful contacts in the industry. Others have had some expensive ones and some they would rather not repeat.

Do you have a printing project check list? Do you need ideas for how many bids to get for your job? Do you know how long the printing and binding processes should take? Do you know the steps you mustn't leave to anyone else? Do you know when to rely on an expert?

Bring your questions and problems for a great opportunity to get input from other publishers on your projects and problems. Expect some helpful hints for successfully printing your books!

EMAIL Listings – Want SPA news faster?

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It's easy. Write to:
dlinton@ravenwoodpub.com

UPDATE FROM BOOKEXPO

Elizabeth Gibson provided a report on the results from BookExpo which was held in LA. on April 2-5th. Many good contacts were made by all who attended. Future events should include a "catalog" of information on SPA member books and services.

Bob Dreitzler reported on the PMA Publishing University which he attended before BookExpo. The feedback on his cover design came from a number of known publishers and he felt it would be very helpful for future editions.

Naida West reported on the process of meeting with agents, publishers and the media. Press releases, for instance, were to be placed (500 at a time) in boxes labeled with each letter of the alphabet. So, Bridge House Books would be placed in the "B" box. Then, any members of the media interested in press releases from any publisher whose company name begins with a "B" would look in that box to see if any information was available. Might be something to think about as you choose the name of your company!

Joan Barsotti delivered handouts with names and addresses of persons interested in SPA publishers. Several new members joined SPA at BEA. If you missed them, hopefully they will be available at the next meeting.

Next year BEA will be held in Chicago. This would be a much costlier opportunity for participation by SPA or its members than the LA venue.

THE PRESIDENT'S CORNER

I was sorry to miss the June SPA meeting. I was off to New Orleans tending to business, eating bignets, drinking chickory/coffee and listening to great music!

July is rolling around again. That means it's time for our annual board elections.

-- Chuck Bellissino

GOOD NEWS ...	GREAT BASIN BOOK FESTIVAL	
<p>Good news from our members ... Phillip Mountrose and Getting Through Communications were pleased to announce that their second book, <i>Tips and Tools for Getting Thru To Kids: Innovative Approaches for Pre-Schoolers to Teens</i> was published in March 1999.</p> <p>Their third book, <i>Getting Thru to Yourself With EFT: Discover the Revolutionary Emotional Self-Healing Techniques</i> will be released in October 1999.</p> <p style="text-align: center;">For more information email: phil@gettingthru.org</p> <p>They also offer two free newsletters. To subscribe to the Getting Thru to Those You Love Newsletter email lovenews@gettingthru.org and write SUBSCRIBE LOVE NEWS in the message box.</p> <p>To subscribe to Getting Thru to Your Soul email soulnews@gettingthru.org and write SUBSCRIBE SOUL NEWS in the message box.</p>	<p>The Nevada Humanities Committee and UNR will host the Great Basin Book Festival on Sept. 25-26 in downtown Reno.</p> <p>Member Naida West has attended several times and finds that this event is very supportive of authors and publishers. Sales are on Sat. only. Booth cost is \$150: Nevada Humanities Committee P.O. Box 8029 Reno, NV 89507 (702) 784-6587 Toll-free 1-800-382-5023 FAX (702) 784-6527</p>	
<p>Member, Alan Canton has announced that Adams-Blake Publishing will deliver PUB123 version 3.0 in the fall. This upgrade to their popular back-office software for small publishers will add the ability to work in multi-user environments.</p> <p>For more information email: adams_blake@yahoo.com</p> <p>Canton also co-manages the Pub-Forum discussion group which you can subscribe to at: Subscribe to Pub-Forum <http://www.onelist.com/subscribe/pub-forum> or e-mail: <pub-forum-subscribe@onelist.com></p>	<th data-bbox="756 680 1414 741" style="text-align: center;">MEMBERSHIP NEWS</th> <p data-bbox="756 741 1414 793"><u>New members to SPA include:</u></p> <p data-bbox="756 793 1414 1003">Bill Douros, Five and Dot Corporation, 7026 Colina Lane, Rancho Murieta, CA 95683, 916/354-1728, Fax, 916/354-3891, email: 5+dot@calweb.com</p> <p data-bbox="756 1003 1414 1245">Sandra K. Williams, Williams Writing, Editing and Design, 5714 Folsom Blvd., No. 190, Sacramento, CA 95819, 916/456-0625, FAX 916/456-0625 email: sky@williamswriting.com www.williamswriting.com</p> <p data-bbox="756 1245 1414 1371">Ms. Williams does brochures (copywriting); Direct Mail (editing); Newsletters (proofreading); and web content.</p> <p data-bbox="756 1371 1414 1549"><u>Renewing Members:</u> Robert Dreitzler, Rossonya Books, 3104 O Street, No. 324, Sacramento, CA 95816-6519</p> <p data-bbox="756 1549 1414 1654">Elaine Zorbas, P.O. Box 6765, Altadena, CA 91003-6765, 626/791-3032</p> <p data-bbox="756 1654 1414 1738"><u>Address changes are in for:</u></p> <p data-bbox="756 1738 1414 1833">Ms. Joy Winter, 428-W. Dakota Avenue, Nampa, ID 83686 208/467-2501</p> <p data-bbox="756 1833 1414 1990">Publishers Association of the South, 4412 Fletcher Street, Panama City, Florida 32405 850/914-0766, FAX 850/769-4348. email: executive@pubsouth.org</p>	MEMBERSHIP NEWS
<p>Update: Barnes&Noble called off their take over of Ingram, the nations largest book distributor, based on leaked stories that the FTC would not allow the merger. Independent publishers had lobbied against the merger</p>		

BUILD A PRESS KIT TO PROMOTE YOUR BOOK

IDEAS ABOUT THE BOOK BIZ

By Sandra K. Williams

Publicity about you or your book is the best way to increase sales, as any writer featured on Oprah Winfrey's show can tell you. Publicize yourself with carefully targeted press kits sent to the right people at the right publication.

The standard ingredients of a press kit are:

- Business card
- Photo with your name on back
- Press release
- Your biography or history
- Background press releases
- Reprints of any articles in which you or your book was mentioned
- Other appropriate information or items

While you don't need every single piece listed, you should try to make your kit as complete as possible. Package everything, if more than a one- or two-page release, in a professional looking pocket folder.

Make the information provided relevant to your reader! If you write children's books, don't send your release to a business publication unless you have an angle or hook that makes you relevant to business readers.

Member Naida West met with the board of directors of Sacramento Reads recently and presented some ideas for making Sac Reads a more successful event based on her experiences with book fairs around the state. Her vision includes working to make Sacramento a major literary focal point in California and the West.

SPA would be well served to be a link with the larger effort, to assist in any way we can. All of us would benefit from the perception that Sacramento is a major literary focal point in California. (More next month!)

Kendall Hanson, Dixon-Price Publishing has provided some interesting web sites related to e-books. You might want to check them out. For those who are interested in the coming technologies for e-books, take a look at this article:

www.washingtonpost.com/wp-srv/WPlate/1999-05/09/1581-050999-idx.html>Electronic Books

For those who want to see a guesstimate of how many folks are now on the Internet, check this area out: www.nua.ie/surveys/how_many_online/index.html

Danette Mulrine of Ravenwood Publishing reports that she is spending a lot of her time glued to BOOK-TV on CSPAN2 every weekend.

This free cable tv network program offers 48+ hours of book-related programming. They have fascinating speakers, panels and interviews. If you haven't discovered it yet, you might want to!

Computer Haiku #1

First snow, then silence.
This thousand dollar screen dies
So beautifully.

-- Simon Firth

WEB-ASSISTED SELF PUBLISHING

Andrea Patterson has found an interesting web site for self-publishers. You can find it at:

www.hkbu.edu.hk/~ppp/WASP.html

This site includes recommendations for:
A. Writing
B. Publishing
C. Web-building tools
D. Book marketing resources

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Joan Barsotti, Programs: (530) 622-4629
Dee Linton, Membership: (916) 974-0764
Dee Linton, TEMP newsletter Editor

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Sacramento Publishers Association
P.O. Box 60954
Sacramento, California 95860
(916) 974-0764

Newsletter Editor Wanted!

Thanks to everyone who provided input to this month's newsletter!

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
Fax: (916) 972-9312

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FIRST CLASS

Address Correction Requested



Sacramento Publishers Association

NEWSLETTER

JULY 1999

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July 20, 1999 - 7 pm

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August 17, 1999
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HOW TO CREATE A GREAT FLIER

Members of the Sacramento Publishers Association will be discussing fliers for a catalog that we hope to send to retail stores, etc. Dee Linton, member and newsletter editor, is developing a mailing list that we hope to use to help promote our published materials.

Speakers will discuss how to set up a good flier and establish guide lines for information that should appear on the flier. Marketing is an important link in selling our products and publicity is a vital way of letting retail outlets know what we have. We feel that a catalog might be an excellent source of distributing this information.

If you are interested in learning more about how to produce a flier that will catch the attention of your buyers, or if you have talents to share in this area, please call Joan Barsotti, (530) 622-4629.

Non-members are welcome to attend this meeting.

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PRINTERS & PRINTING BOOKS

Nineteen attendees shared their joint experiences with the publishing world at this eventful meeting. Panel leaders Chuck Bellisimo, Dee Linton, and Tammy Dever led the assembled members through the process of selecting a printer, getting bids, the downside of "gang printing", and the value of working with a designer for page layout and overall look/feel. All published authors had strong feelings about local versus long distance printers. Both have worked well depending on the type and quantity of books being printed. Elizabeth Gibson demonstrated the 4-color process for rotary printing and how much adjustment a printer can make to get a specified color. Everyone agreed on the following when choosing a printer:

1. Ask for and check out references – price is only part of it – how well a printer works with an author is critical to ensuring a successful product.
 2. Call printers and ask for standard sizes and standard price list points.
 3. Find out what the shipping costs are if you do not go with a local printer.
 4. Try to determine the financial condition of the printer – one person told of a delay in printing because the printer did not have any money to buy paper!
 5. Know that whoever you select, you will have to "babysit" them – no one will care as much about your project as you do. If you do not have time to oversee the project, a designer to oversee the process for you.
 6. Look for someone who is interested in what you are publishing.
 7. Use the SPA membership list and call other authors who have written in your area to get advice about what worked for them.
- Danette Mulrine,
Ravenwood Publishing

SPA DIRECTORY	THE PRINTED WORD
<p>Here's your chance for a final review of the material which will be included in the Sacramento Publishers Association Member Directory for 1999/2000.</p> <p>The attached material is what we have on file for your business. You may add, change, delete anything which is included. Please review it carefully and return it by July 22nd to:</p> <p style="padding-left: 40px;">Dee Linton Ravenwood Publishing P.O. Box 601551 Sacramento, CA 95860 (916) 972-9312 Fax (916) 974-0764 Voice Email: dlinton@ravenwoodpub.com</p> <p>Suggestions for materials to include:</p> <ul style="list-style-type: none"> o Distributor information o Email addresses o Web page url o Visa/MC capability o Titles you are ready to announce, even if they are not yet in print o The size, category and number of pages of each book 	<p>As most of you know, member Alan Canton wrote his regular Saturday Rant about the burning of three local synagogues and an associated library. If you missed the update on the result of his request to publishers for donations to restock the library.</p> <p>Canton reported that they had collected \$101,712.68 as of Saturday. "All from one article that I wrote. It's been amazing. My article has gone around the world a few times. I get letters from priests, rabbis, ministers and just regular people. Got a check from China. The Jewish Federation took my call. That's a first. They verified that the Catholic Bishop gave \$10,000 to the Jewish Unity Fund, partly in response to my article."</p> <p>"Tuesday was "media day." All three local network affiliates came out. On Wed., the NPR affiliate did a 40 minute audio tape interview. Then the Sacramento Bee article on this effort came out. As I have told you guys for the past 5 years running, electronic media is worthless. If you want "stuff to happen" go for print. Since the article has come out I have been called for interviews all over the country (the piece was on the wire services) and people have written asking for information on how to donate, etc.) We may live in a digital world, but the analog print media still packs the most wallop when it comes to getting people to respond."</p> <p>To donate, send checks made out to Congregation B'nai Israel and to Alan Canton at Adams-Blake Publishing, 8041 Sierra Street, Fair Oaks, CA 95628.</p>
POD FOR SHORT RUN BOOK	
<p>Bill Douros reports that his book <i>Carved in Stone</i> should be back from the printers in July. The printer was "Books on Demand" a division of CSS Publishing in Lima, Ohio. "I picked them after reviewing about 15 bids. I printed 250 copies and 2,000 4 colour covers The book is 264 pages long"</p> <p>"Since this is my first attempt and I leaned heavily on my designer. I chose to use the print on demand method once I studied the economics involved in distributor costs etc. The best way to achieve my goal was to direct sell books to cover my costs which is about 300 before releasing it to book stores. Since the book is heavily "ethnic" I believe that with this focus I can cover my costs through marketing the book through Greek Orthodox Church Festivals etc."</p> <p>"I have pre-sold about 60 books which represents about a 11% return on some direct mail efforts. The listed price of the book is \$14.95. I pre-sold thru direct mail at \$!4.00 which included shipping costs etc, and where applicable, sales tax (autographed)."</p>	<div style="text-align: center;">CO-OP MARKETING</div> <p>If individual SPA members are interested in further exploring the potential for co-op marketing we can set up a process. Timelines, guidelines for material inclusion, and requirements that should be met can be established. Goals, objectives, timelines and tasks ... if members are interested in exploring the ideas further please contact Dee Linton at Ravenwood Publishing (916) 974-0764 or Joan Barsotti.</p> <div style="text-align: center;"><i>Useful Web Sites</i></div> <p>Library of Congress http://cweb.loc.gov. FAQs about copyright http://lcweb.loc.gov/copyright/faq.html Online application for ISBN http://www.bowker.com/standards/home/isbn/us/application.html --Sandra Williams</p>

GOOD NEWS ...	MULTICULTURAL PUBLISHERS
<p>1. Karen Burnett, counselor by day, writer by night. Karen's 40-page, 4-color book, Simon's Hook, a book about teases and putdowns is scheduled for release in late July or early August. This is Karen's first book. She has used the story (about a boy teased about his haircut) successfully in her work with children from 1st to 5th grades. You can read about her book at Karen's web page: www.grandmarose.com.</p> <p>2. Paula Anawalt has just published her first book: The Crystal Palace, a children's story of sound and colors. Tower Books/Birdcage invited her to read the story and all in attendance loved it. Borders is scheduling a book reading for Paula and Tower Books on Watt Avenue is taking the book on consignment.</p> <p>3. Larry Rodriguez is publishing a 4th edition of his student workbook: It's All in Your Hands. Larry teaches the art of hand analysis. He uses a simple reproduction process that costs about 11 cents a page and asked members for suggestions on less expensive ways to make a small quantity of textbook material available. He got a number of ideas including the name of a firm, McClosky that will print limited quantities of under 100 books and give them a better quality feel than a straight copying process.</p> <p>4. Jack Everett got a pitch for his book, Truth about Trusts from Jack Sirard in the Sunday Sacramento Bee. He has sold close to 125 books between Tower and Borders.</p> <p>5. Chuck Bellisino announced a forthcoming book signing of his popular sauce book at Borders. He suggested that one strategy used to get books in stores is to go into any store and ask for the book. If they say they don't have it, introduce yourself as the author and ask them about carrying it.</p> <p>6. Tami Dever, book designer, has just overseen the printing of her 40th book!! The latest, Good Things to Eat As Suggested by Rufus is a compilation of recipes from the author, a former slave and Pullman chef. The book is sprinkled with a number of old photos and talks to how the book originated.</p>	<p>The call for entries in the MPEC (Multicultural Publishers and Education Council) 1999 Seal of Approval Awards Program was received by member Andrea Patterson. Developed in 1997 and implemented in 1998 these awards are designed to promote the accurate portrayal of the diverse ethnic groups in this country.</p> <p>Guidelines</p> <ol style="list-style-type: none"> 1) Submissions must be copyright in 1998 with the exception of the multicultural classic which can have a copyright date as early as 1990. 2) Submissions must be in English (They can be bilingual, example Spanish and English) 3) The book must either be published by, written by, illustrated by or designed by an ethnic minority. 4) Books will be judged on <ul style="list-style-type: none"> - cultural accuracy - sensitivity to the ethnic group it portrays - value as an educational resource - writing style - quality and accuracy of pictures and graphics - overall production quality - printing, binding, color separation 5) Deadline for 1999 awards - August 31, 1999 6) Submit 5 copies to <ul style="list-style-type: none"> Dr. Yvonne Lau Dept of Asian & Asian American Studies Loyola University 6525 N. Sheridan Chicago, IL 60626 7) Fees \$50 entry fee payable to Media Bridge designated vendor of the "Seal of Approval" awards for MPEC. Forms available at the SPA meeting or Dee Linton (916) 974-0764 or from Andrea Patterson. <p>Awards will be given in the following categories</p> <ol style="list-style-type: none"> a) Asian or Asian American b) African or African American c) Hispanic or Hispanic American d) other - Islamic, Native American, Middle Eastern, etc. e) audio or video f) multi cultural classic (any of the above, published in the last 8 years, that continues to generate interest or promote multicultural education) g) Game Kids - Media Bridge website.
	<p style="text-align: center;">EXECUTIVE MEETINGS</p> <p>Members are welcome to attend the monthly Executive meeting. It is held from 5:00 to 5:30 pm on the Tuesday of the regular meeting at Brookfield's restaurant on Madison. Afterwards, everyone comes to the monthly SPA meeting. Get involved - everyone's ideas and energy is welcome.</p>

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 include outside speakers.

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

We're growing! Join SPA today and grow with us!

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.

Sacramento Publishers Association
P.O. Box 60954
Sacramento, California 95860
(916) 974-0764

Newsletter Editor Wanted!

Thanks to everyone who provided input to this month's newsletter!

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
Fax: (916) 972-9312

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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SACRAMENTO

PUBLISHERS ASSOCIATION

P.O. Box 60954
Sacramento 95860
(916) 974-0764

INSIDE:

- SPA Co-op Mktg
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- MPEC Awards
- Good News!
- Contact Lists
- Members
- Directions and dates for SPA meetings!

FIRST CLASS

Address Correction Requested



Sacramento Publishers Association

NEWSLETTER

AUGUST 1999

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). Please mark your calendars and join us:

AUGUST 17, 1999

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

THE PRESIDENT'S CORNER

Remember that the elections are coming up in September. This is your opportunity to get more involved. If you are interested in committing to working for a vital association of independent publishers. Call me or someone on the board and put your name in the running.

I'm look forward to the year ahead as the about to be past-President. All we need to accomplish this is have an election in September. I wish to thank everyone for the great year I've had as the Sacramento Publishers Association President.

-- Chuck Bellissimo

GREAT FLYERS AND MARKETING CATALOGS

Bob Dreizler and Joan Barsotti were co-panelists for this meeting. Bob Dreizler showed samples of the flyer for his book. He talked about the necessary information that should be on a flyer, always keeping in mind who your market is.

What is the purpose of your flyer? If the flyer is to help you sell the book, then you need to keep this in mind also.

On the flyer you need to address these questions:

- What's in the book?
- How much does it cost?
- When was it copyrighted?
- What is the ISBN?
- Who is your distributor/wholesaler?

There should be something about the author and a summary of the book. There should be a picture of the book on the flyer!

There should be endorsements and/or reviews, and any additional information you think will be important.

He also had a sample of a testimonial form that people should sign when they endorse your book, permitting you to use the information with their name attached. Bob stressed the importance of the book cover -- the cover sells the book. He is redoing the cover of his book and is going to a book packager to get professional advice. A professional book designer can also be very important to the success of your book. He also gave us a tip on an important web-site put out by John Kremer who is an authority on publishing. He can be reached at 800-796-6130, charges \$30.00 an hour to give you advice or answer your questions, and he has on-line marketing.

JULY AND AUGUST MEETINGS

Joan Barsotti went on to inform the group that we might put together a "flyer catalog" (not to be confused with the "membership/roster catalog"). Dee Linton is creating a data base of independent bookstores in the Northern CA area and in Reno. If we decide to do this, then those who wish to participate would provide a certain number of flyers to Dee. We do not know yet what the cost would be or how many we would need, but if we proceed with this, we do want good quality flyers with the above information incorporated into them.

If you have a flyer in mind and would like to send it to the committee for a critique, please send it to Dee. The flyers must be properly done or they will not be included. We wish to make this a first-class catalog.

Joan supplied information about full color flyer costs for large numbers of flyers from a Los Angeles company. If you would like to have this information you will find it in your June PMA Newsletter or you may call Joan at (530) 622-4629. Any input on this would be appreciated. If you know of a local printer who can print them at a comparable cost, we would also like to have that information. The flyers for this catalog would not have to be in full color, but if you plan to have a lot of flyers made, you might consider full color.

Other members were generous with ideas and it looked as though there was interest in doing such a catalog. We will continue to discuss this at the August 17th meeting. See you there with your flyers!

-- Joan Barsotti

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Dee Linton, *temporary* editor
email: dlinton@ravenwoodpub.com
snail mail: P.O. Box 1551,

Sacramento, CA 95860

Phone: (916) 974-0764

Fax: (916) 972-9312

Our apologies for the abbreviated format this month. We'll be back next month with four jam packed pages!

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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Address Correction Requested

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Directions and dates for SPA meetings!

FIRST CLASS



Sacramento Publishers Association NEWSLETTER

NOVEMBER - DECEMBER 1999

UPCOMING MEETINGS

SPA Program 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: **Tuesday, Nov 16th.**

The **November SPA Board Meeting** will be held: Friday, *November 19th*, from 1:00 - 3:00 pm. The December meeting is tentatively set on the *17th*. Meetings at Ravenwood Publishing. All Members are welcome to attend. Call: 916/974-0764.

**NOV. 16TH
HOLIDAY BOOK EVENT
BOOK READINGS, MEMBER SALES AND
HOLIDAY TREATS!**

**JAN. 18TH
SELF-PUBLISHING
VS. FINDING A PUBLISHER
FEATURING JENNIFER BASYE SANDER**

Join us for a Special Holiday Event and Party for SPA members, families and friends - a time to network, enjoy the holiday treats and offer "friends and family discounts" to book-buying SPA members.

Bring a few of your books to sell. Bring a checkbook to buy. Select a paragraph or two of your work to read. This is a chance for all of us to get familiar with the range of authors and publishers in Sacramento Publishers Association.

Here's how the meeting will flow: When you arrive, put your books on the tables provided. At 7:00, we will have an "open mike" -- for approximately 30 minutes, members can come forward and read from or otherwise introduce the audience to the content of their work. Send **Danette Mulrine** an email ahead of time to give her an idea of how many of you will be "presenting" so that we can determine the length of the program: dmulrine@ravenwoodpub.com.

Otherwise, we will let those of you there take turns. After a 10 to 15 minute break, the tables will be open for exchange or selling. Most members discount their books to other members from 10% to 30%...so it is a good time to load up your gift cart for holiday partying. Buy local! If anyone can help set up the decorations, please be at SMUD by 6:30 PM. Looking forward to sharing some holiday cheer and book selling ideas with all of you.

Kick off the millenium and welcome guest speaker **Jennifer Basye Sander** for a discussion of "Self-Publishing vs. Finding a Publisher."

Jennifer, co-author of "The Complete Idiot's Guide to Getting Published" is a former editor at Prima Publishing and now runs her own book packaging business.

She has authored or co-authored twelve books, many of them still on the bookshelves of area bookstores. She understands the publishing process and how to promote and market material.

Jennifer was most recently a featured speaker at "Focus on Writers" presented by the Sacramento Friends of the Library.

This promises to be a very invigorating evening. Don't miss this great speaker - and the kick-off to The Sacramento Publishers Association's year with our Focus on Fundamentals for Small Publishers!

Thanks to member Bob Dreizler who arranged for this in-demand speaker! **Bob Dreizler** can be reached by email at: rossonya@aol.com.

Speakers start at 7:00 PM with about a 45 minute presentation and questions, then we have a short break and the member business meeting follows at about 8:00 PM.

WRITER AND PUBLISHER AWARDS PROGRAMS

The following awards programs have been announced for Writers and Publishers and may be of interest to SPA members. First up is our own sixth annual book awards program. Any member in good standing (dues paid) by December 15, 1999 may participate. Included in this mailing is a submission form with all the details.

SACRAMENTO PUBLISHERS ASSOCIATION BOOK AWARDS - 1999/2000

Entrant requirements for the **Sixth Annual 1999 SPA Book Awards Program** have been announced. The entry form is attached to the newsletter for SPA members. Deadline for submission is January 8, 2000. All books must have been published by SPA members between January 1, 1999 and Dec. 31, 1999. Winners will be announced at the April Awards Celebration.

As in prior years, judges will be selected from the SPA membership (though none will have entries for this year's awards) and from outside media and publishing members in the community. One change, there will be a charge of \$20 for each individual book entered (each book may be entered in multiple categories).

Past winners have had their books placed in the prestigious Sacramento Reading Room at the Main Sacramento Public Library (Downtown).

SPA Book Award Winners have found that their press releases, announcements and book stickers have been a boost to sales of their books. Contact **Andrea Patterson** with any questions about eligibility: awpatt@cwo.com.

OTHER AWARD PROGRAMS (NOT ASSOCIATED WITH SPA)

National Publishers Freedom Awards: The American Self-Publisher Association with support from BooksAmerica.com is proud to sponsor the 1999 Annual Publishers Freedom Awards competition recognizing excellence in publishing as well as the 1ST Amendment to the Constitution of the United States of America, freedom of speech and of the press. The entry **DEADLINE is January 5, 2000**. All entries will automatically be eligible for the Best First Book Award and the Judges Award which will include a cash prize of \$200. Some non-winning entries will be presented Citation of Excellence certificates. For more info: <http://www.booksamerica.com/americanselfpublisher/awards.html> Contact member, **Bobbie Christensen at: BooksAmer@aol.com**

7th Annual Writer's Digest National Self-Published Book Awards: Win \$1,000 in cash! Gain national exposure for your book! Catch the attention of prospective editors and publishers! Writer's Digest is searching for the best self-published book of the past few years. **DEADLINE: December 15, 1999**. The prizes: one Grand Prize Winner will be awarded \$1,000 cash and promotion in Publishers Weekly and Writer's Digest. Plus, the editors of Writer's Digest will endorse and submit 10 copies of the Grand Prize-Winning book to major review houses such as The New York Times and The Washington Post. Seven first-place winners will receive \$300 cash and promotion in Writer's Digest. Honorable Mention Winners will receive promotion in Writer's Digest. Plus, all winners will receive book-jacket seals to promote the award-winning status of their book, promotion at writersdigest.com, a copy of *The Complete Guide to Self-Publishing, 3rd Edition and Jump Start Your Book Sales*, both by Tom and Marilyn Ross, and a notable Award Certificate. The competition is open to self-published books - see the website for full list of rules: http://www.writersdigest.com/catalog/contest_frame.html

ForeWord's Book of the Year Awards. DEADLINE: Jan. 15, 2000. The judges are our readers -- booksellers and librarians -- and they judge on CONTENT and whether there is a community of readers out there that would purchase/check out/request the book. <http://www.forewordmagazine.com>

GOOD NEWS - SPA MEMBERS SUCCESS STORIES!

The Natural History of the Fitzgerald Marine Reserve was published by the Friends of Fitzgerald and produced by **Fred Sandsmark**/Marble Publishing. The "Friends" group is a volunteer organization that provides docents to the Fitzgerald Marine Reserve, a tidepool area on the San Mateo County coast. They received a couple of grants to produce the book; it was written by volunteer authors. It will be in limited distribution (including the Reserve and the Steinhart Aquarium Bookstore) in the Bay Area.

King and Queen of the River is getting a new paperback edition this month. **Fred Sandsmark** worked on the original hardback edition (1994) and Marble Publishing produced this updated version for author/publisher Stan Garvey. It is the definitive history of the Delta King and Delta Queen steamboats and is loaded with historical photographs and documents. Both editions are for sale on the Delta King in Old Sacramento. The new one is 288 pages, will sell for \$15.95, and was printed by Braun-Brumfield.

Naida West received notification that *River of Red Gold* has been selected as a required text in an advanced English Composition course in a college in Pennsylvania -- 50 students. "This happened despite no publicity east of Salt Lake. *River* is already required in several college history classes in California, and received a laudatory review in the Journal of the Faculty Association of CA Community Colleges this spring, but the book was intended as literature, so I am particularly pleased."

The *Western American Literature Association Quarterly*, fall edition, will contain a nice review of *River of Red Gold*. Association's members are college literature teachers all over the U.S. and Canada.

Member **Alan Canton and Adams-Blake Publishing** have announced a major, free upgrade for users of their back-office software for small Publishers, PUB-123. Some of the major additions and enhancements to PUB123 ver 3.0.1 are: easier and faster user interface, computation of royalties on percentage of discount, improvements to inventory reporting, RTF or PDF files, many new reports, and better screen sizing for non-standard monitors. Email: acanton@mindspring.com

Barbara Scott's newest mystery, *Payout and Payback* received a coveted mention by *Publishers Weekly!* *Payout* is her third book. It is about an international team which counters industrial espionage at a firm in Plymouth, England.

Former SPA President **Bobbie Christensen** still loves to travel, having completed 96 seminars nationwide on her books in the past 12 months as well as 124 book signings (also nationwide), three writer and/or publisher conferences as guest speaker, 52 radio interviews, and 23 newspaper interviews. Her husband and co-author, Eric, is now working with her full-time.

Another Former SPA President, **Dierdre Honnold** has found success in a new genre, her first novel just won a national award from Romance Writers of America. *Gold Country* won a national contest sponsored by the Florida chapter of RWA, in the category of Long Contemporary / Mainstream novels. Books were judged by 75 booksellers from all over the country. Double good news, as the writer, and as the publisher (my first independently-published novel)!"

In October, **Marilyn Demas** was the featured interview with photo in the *Sacramento Bee* Neighbor's section on her upcoming book, *Ungraded School Number 2 - Colored: Struggle To Establish African-American Education in Victorian Sacramento*. The book will be published in early 2000 by the Sacramento County Historical Society.

Member and SPA Gold Award winning author **Bob Dreizler** was cited by *Sacramento News and Review* Best of Sacramento as the best Financial Consultant in the area.

THE PRESIDENT'S CORNER

I hope all of you will join the new board at the November Holiday party and member book sale. The board is interested in your ideas on jump-starting our monthly programs with topics that will be of value to you. This last month's exchange with River City Graphics on Short Run printing gave us a valuable way to get into print without a high financial investment. Excellent for galleys. Our first quarter plans include presentations on marketing, editing and the use of outside readers. Do you have ideas of what you would like to hear or who we could invite to talk to us? Let **Karen Burnett** kgburnett@eudoramail.com or **Bob Dreizler** rossonya@aol.com know or talk to one of them at the November meeting.

I encourage all of you busy writers who published books this past year to enter the Book Awards program. Andrea Patterson, coordinator of the program submissions, will be on hand at the November meeting if you have any questions. Or contact her at awpatt@cwo.com. Looking forward to seeing all of you in person! -- *Danette Mulrine*

October Meeting Recap: SHORT RUN PRINTING

October's SPA meeting was a lively exchange with Matt Weiss and Paul Elam of River City Copy and Graphics.

Partner Matt Weiss explained the electronic printing process and provided an overview of the changes we are all seeing in print technology and pricing.

They gave all attendees a copy of their booklet, "The Digital Original - Print to Disk Instructions." Everyone agreed it would be an invaluable step-by-step guide for print to disk for electronic submission to the any printer.

Variously called print-on-demand or short-print runs, the advantage of digital technology is the ability to print as few or as many copies of a document/book as needed. Once the originals are stored in a digital format in the printer's system, you can call and within hours have additional finished products ready for pickup or mailed to you. River City is offering discounts to SPA members so consider including them in your bid process.

BOOK FAIRS AND FESTIVALS

New info on fairs, fests and book events? ... Let us know! Board member, **Frances Pendleton** will get the word out if you drop her a line:
franpen@pacbell.net

Ode to the Typographical Err

The typographical error
is a slippery thing and sly;
You can hunt till you are dizzy,
but it somehow will get by.
etc. etc. etc...

-Anonymous

SELLING OPPORTUNITY FOR SPA MEMBERS ...

The SPA board is looking for venues to sell member products. Past-President **Chuck Bellissino** has looked into opportunities at malls that are willing to give SPA members "cart" space to sell books during November and December.

If you are interested, let Chuck know ASAP. "I need to know member interest in terms of hours or days that you might be available to do this. Please email me or talk to me at the November meeting."

Chuck Bellissino, chuck@lovemysauces.com

Want SPA news faster?
It's fast and easy! Add your email address to the SPA email - write to: spa@ravenwoodpub.com
Or, stop by our web site at:
www.ravenwoodpub.com/spa/spa.html

**Join the SacramentoPublishers
Discussion List** ... go to the following web page:
www.onelist.com/subscribe.cgi/SacramentoPublishers



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Sacramento, CA 95860
(916) 974-0764

Renew for all of 2000 and save:
\$35 Regular Members
\$40 Associate Members
(must be mailed by Dec. 31, 1999)

Name: _____

Company Name: _____

Mailing Address: _____

Business Phone: _____ Fax: _____

Email: _____ URL: _____

Distributor: _____ Wholesaler: _____

Classification: (Please provide a brief description of your primary book market, business endeavor, etc.)

Member: Publisher/Writer \$40 per year

Associate Member: \$60 per year

Student: \$15 per year (Include student ID/information)

Book title: _____

Brief description: _____

ISBN: _____ Price: _____

Book title: _____

Brief description: _____

ISBN: _____ Price: _____

Book title: _____

Brief description: _____

ISBN: _____ Price: _____

Book title: _____

Brief description: _____

ISBN: _____ **Price:** _____

Book title: _____

Brief description: _____

ISBN: _____ **Price:** _____

Please provide any additional information which you would like to have included in the Sacramento Publishers Association Directory:

Please don't forget to attach your check!

Submission Form 1999/2000 SPA Awards Program

Publisher's Name _____

Publisher's Company Name _____

Address _____

Telephone _____

office (for publication)

evening

fax

Retail Price _____ Shipping _____

Book/Material Title _____

ISBN Number _____

Email _____

Categories

Please select a maximum of eight categories (limit 3 subject selections) for consideration

General

- 1. Best Cover
- 2. Best First Book
- 3. Best Book-Overall (Gold, Silver and Bronze level awards will be given)

Subject

- | | |
|---|---|
| <input type="checkbox"/> 4. Business | <input type="checkbox"/> 17. Reference/Resource Directory |
| <input type="checkbox"/> 5. Autobiography | <input type="checkbox"/> 18. Non-Fiction - History |
| <input type="checkbox"/> 6. Children's Book - Illustrated | <input type="checkbox"/> 19. Non-Fiction - General |
| <input type="checkbox"/> 7. Juvenile Books | <input type="checkbox"/> 20. Self-Help |
| <input type="checkbox"/> 8. Cooking/Entertaining | <input type="checkbox"/> 21. Spiritual |
| <input type="checkbox"/> 9. Computers | <input type="checkbox"/> 22. Textbook |
| <input type="checkbox"/> 10. Fiction/Drama | |
| <input type="checkbox"/> 11. Poetry/Creative | |
| <input type="checkbox"/> 12. Science Fiction | |
| <input type="checkbox"/> 13. Mystery | |
| <input type="checkbox"/> 14. Romance | |
| <input type="checkbox"/> 15. Humor | |
| <input type="checkbox"/> 16. Travel | |

Other Materials

- 23. Audio
- 24. Video
- 25. CD Rom
- 26. Greeting Card
- 27. Poster

Design Awards

- 28. Best Illustrator (Interior-Adult)
- 29. Best Illustrator (Interior-Child)
- 30. Best Illustrator (Cover)
- 31. Best Text & Layout

Media/Marketing

- 32. Best Brochure
- 33. Best Trade Catalog
- 34. Best Poster
- 35. Best Bookmark

Book Description

Write a one paragraph description (limit 40 words) of your book to use on press releases if an award is received. Subject to editing by the awards committee.

Sacramento Publishers Association Awards Program for 1999/2000



Criteria:

1. Books or materials submitted must have been published by Sacramento Publishers Association members between January 1, 1999 and December 31, 1999. Updated editions, as long as published during 1999, will be considered.
2. **Deadline for submission is January 8, 2000. Fee is \$20.00 per book entry.** Make check payable to SPA. Include check with book and entry form.
3. Submit seven copies of the book or material (marketing/media material brochure, bookmark, poster if category is selected). Deliver materials to Andrea Patterson at the November 1999 SPA meeting or mail to the office of *Andrea W. Patterson - SPA 2000 Award Program, 7740 Sleepy River Way, Sacramento, CA 95831* postmarked no later than January 8, 2000. Any late or otherwise delivered materials will not be considered.
4. The seven copies of books or materials will be available for pick-up by the applicant at the May meeting. They may be used as promotion copies for the award winners. Any books not picked up will be donated to an area charity or public library.
5. Applicants must be members in good standing (dues paid) of the SPA as of November 30, 1999.
6. Applicants must complete and include nomination form with their submission. Applicants should check the boxes on the form for the categories in which they wish to be considered.
7. Applicants may select a maximum of eight categories (limit 3 subject selections) for judging consideration.
8. Design Awards will be presented to artists in SPA member published materials. The artist need not be a member.

Judging Criteria

1. Categories not having any entries will be eliminated for the year. Only one winner will be presented in each category.
2. Books or materials not meeting judges' criteria for quality or subject category will be disqualified.
3. Judges will be from SPA membership and the community. No judges may submit works for consideration. All ties will be broken by the tie-breaking judge. Judges will conform to SPA 2000 judging ethic requirements.

Winners Receive:

Winners will be announced at the April Awards Celebration. Winners will receive certificates and will be announced in general press releases sent to Northern California media. This is the sixth year of the award program. Winners may use the award on their book covers in the form of a book seal or in marketing and promotional material.

Sacramento Publishers Association

Invites You to Join Us

Holiday Book Sale and Exchange

Friends and Family Prices

Tuesday: November 16, 1999

7 pm to 8:30 pm

SMUD Bldg at the corner of Elkhorn and Don Julio

Members, Friends and Family Welcome

Book Signings & Readings - Holiday Refreshments

(916) 974-0764 for more information

Please
Post!

PROCRASTINATION

by Terry Prince

Procrastination means to delay or put off. Common reasons we procrastinate are fear of failure, fear of success, not knowing where to start, not knowing how to begin or how long the activity will be. Other reasons are: the task seems overwhelming, boring or unnecessary. We may feel rebellious by not doing the task. We may even hope someone else will do it if we procrastinate long enough.

Even though we are publishers we are also human. Most of us procrastinate in one area or another. The following is a list of the most common or likely areas for us as small business owners.

- Advanced planning
- Confronting employees or colleagues about a problem
- Educating self in areas of weakness
- Keeping accounts up to date
- Preparing government reports
- Preparing tax documentation
- Reimbursing personal account
- Marketing and promotion planning
- Setting goals/direction for business

To move us along in our desire to stop procrastination try using the four step process. The four step process to end YOUR Procrastination:

Step 1. State a goal for each inaction

Step 2. Develop a plan to reach your goal. Use small workable steps.

Step 3. Work your plan.

Step 4. Reward yourself for performing the task.

When Others are the Procrastinators

- o Don't accuse, nag, threaten or bribe. State your needs in specific and concrete terms. Be sure to set deadlines and consequences. *“John, I need the book data for the Smith Report by Monday.”*
- o Whenever possible have the procrastinator help determine the process. *“John, how can we make the deadline?”* Establish consequences that you have authority to enforce. Be sure to follow through with the consequences if the activity is not performed.
- o Reward progress along the way. *“I appreciate the work you have done on the Budget project, John.”*
- o Be direct about your feelings when delays occur. *“Mark, you agreed to complete the inventory reports by Friday. The job is not done and it is holding everything up. I feel disturbed that you didn't keep up your part of the project.”*

The Productive Professional - Terry Prince © 1999

MORE GOOD NEWS

Dee Linton reports that Ravenwood Publishing has a new book from their small press. "We just printed 200 copies for reviewers of our latest, *The Two Headed Dragon, Exploring the Gifts of AIDS*. We used River City Copy and Graphics and got a good product at a good price. We used the four color covers previously printed and they found some wonderful 70 wt. "natural" offset paper to use. It's only 128 pages so we needed the heavier paper."

"We also printed a quick-turn-around small book for a special event in October and had great sales. This "booklet" was submitted to print at 9:30 pm and we picked up the bound books before midnight that night ... and, went off and sold them at 8 the next morning."

Pamela Masters reports that she continues to see strong sales with her book, *The Mushroom Years*. And, she reported that her outing to the SF Book Fest at Fort Mason was very successful for her.

Karen Burnett has kept busy hand-selling her book, *Simon's Hook*, at Library Conferences and school programs. Her web site is beautiful and is located at: www.grandmarose.com. Simon's Hook continues to receive very positive reviews, the most recent from Fore Word and the MidWest Review of Books: www.forewordmagazine.com.

THE VALUE OF any REVIEW

by Mayapriya Long

My spiritual master used to quote an old Bengali saying, "The dogs may bark but the caravan will pass." He quoted it when stating that regardless of whether or not anyone else endorses you, it is important to stick to your path and do what you know you need to do. Keep your focus on your goal and ignore the dogs that bark at you along the way. We small publishers need to heed those words sometimes.

Reviews are important (especially with Fiction) in that they do help to create a groundswell. Our book, *Mandalay's Child*, received a lukewarm review in Publisher's Weekly. They called his prose "awkward at times." But they said a few mildly nice things. The author was so taken aback. He had received such profoundly positive response from readers. But I assured him that any review in PW was a plus. A few days after the PW review appeared, I was called by ForeWord saying they were going to review it. Their review was much more positive ... (my advice) would be to use the PW name alone (in your publicity and PR), and move on. The PW review might spawn other reviews that are more favorable.

When Sybil Steinberg (PW-Fiction) spoke at the PMA-U in Charlottesville, VA, her comments made me realize that just to be *picked* for review is an amazing feat alone. For them to even review your book means they think it will appear in bookstores and will be one of the books people will be hearing about. She talked about the "shelves" they have at PW and how rarely they can go to the bottom shelf (self-published and very small presses' books) because in any given month they have so many books from the big guys that they feel they must review. So to be "chosen" for review (to be given the opportunity to be trounced, as it were) means they think yours is a book to take seriously. The package you presented them, the quality of your press release, production of the interior, and the cover sample you sent, drew their attention to your book. I was told that some bookstores just go through PW and order what is reviewed, regardless of the review.

Ms. Steinberg told the PMA-U crowd that if they do not review your book and it does well, that the next time you send them a book, mention how well the book they didn't review did (politely telling them they missed the boat) and they will make an effort not to ignore you again. She said it takes them a while to begin to recognize a small press and the quality of its titles, but once they do, they try to watch for it.

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Book and jacket design and production / Book publishing Charlottesville, VA
<http://www.bookwrights.com>

BITS AND PIECES

by Andrea W. Patterson

The Audio Publishers Association reports that motivational tapes, long a hot item in the audio book world, have been slipping. Recent figures show that the popularity of inspirational books, compared with other categories, is down.

Did you know that **fatbrain.com** recently created a unique Web-based clearinghouse to distribute books in electronic form? **fatbrain.com** is an online bookseller that targets high-tech and science writers. Authors may post their writings to the site and set their own price.

Microsoft Corp has announced the creation of a new software application designed to make text on screen as easy to read as letters on paper. It is called Reader. This new software will make it possible to enjoy reading books and other long documents on a PC.

Software tools available for creating Web pages include Claris Home Page and Microsoft™ Front Page. Claris Home Page is useful for beginners. Download a trial version from www.claris.com - Microsoft™ Front Page is designed for more experienced users.

Electronic Publishing: Examining a New Paradigm: Alec Miller, in his article on this topic says, "Electronic publishing will continue to become more common in the future, whether or not it ever reaches the number of watchers as television, or even readers of newspapers."

What his article reveals is the profound state of flux in which this new media still exists.

No matter how these issues are resolved, Miller says, "One thing seems certain: Electronic publication ten years from now, just like everything else related to computers, will probably bear little resemblance to anything that exists today."

Miller believes that the printed word is currently undergoing a revolution that may have such far reaching effects that the like hasn't been seen since the time of Guttenberg.

Miller's article examines what he sees as three major areas of this revolution-in-progress:

- The forces driving the move to electronic publishing.
- Demographics.
- Economics.
- Technology.
- Competing document formats for electronic publication.
- Content-only formats.
- Layout-oriented formats.
- Mark-up formats.
- Problems with wide scale use of electronic publishing.
- Network Constraints.
- Copyright.
- Standardization

Read the entire article at: <http://eunuch.ddg.com/LIS/CyberHornsS96/amiller/EP.html>

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.

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Dues are \$40 per year for publishers and authors, \$60 for vendors and associate members; \$15 for students.

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Newsletter Input Wanted!

Thanks to everyone who provided input to this month's newsletter!

*Submissions to this newsletter are always welcome. Send your ideas and announcements to: **Dee Linton, newsletter editor***

email: spa@ravenwoodpub.com
snail mail:

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Remember that your Sacramento Publishers Association dues are a bargain at \$40. 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.

Sacramento Publishers Association



FIRST CLASS

Address Correction Requested

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