

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.

Meetings through 2000 will be held in the SMUD community conference rooms, 5026 Don Julio Boulevard (at the corner of Elkhorn Boulevard) in northern Sacramento. View a map of the meeting location by visiting the SPA Web site, www.sacpublishers.org. Call (916) 974-0764 for more information.

The following programs have been planned:

September 19

Panel of Book Store Managers and Representatives

- What to do when writing, designing, and publishing our books to improve their marketability to book store owners and distributors
- Improving in-store book visibility
- Samples of books that sell
- Book signing tips
- How to make contacts

October 17

Alternate Marketing Channels

- How to sell our books outside the standard book sellers and distributors: book fairs, libraries, premium sales, educational venues, author/publisher Web sites, online

bookstores, speaking opportunities, and more!

November 21

Annual Holiday Book Sale and Party!

- Bring in copies of your books
- Visit with other SPA members

December 19

No meeting. Enjoy the holiday season!

Meeting Changes in 2001

Beginning January 2001, the Don Julio Blvd. SMUD building will no longer be available for meetings.

The new location will be the SMUD auditorium at 6201 S Street, Sacramento, off Highway 50 between 59th and 65th streets.

A link to the new location map will be posted on the SPA Web site before the January meeting.

Parking is available in the semicircle in front of the building and in the west parking lot.

Meetings will be held the fourth Wednesday; the current meeting night was not available at the new location.

The meeting dates for 2001 are:

Jan. 24	May 23	Sept. 26
Feb. 28	June 27	Oct. 24
March 28	July 25	Nov. 28
April 25	Aug. 22	Dec. 26

Hot off the press

By Dee Linton

Member **Bob Koetitz** is busy marketing just-received copies of his book, *Rewarding Changes*.

Member **Larry Rodrigues** has published his latest book, *Larry's U.S. Navy Airship Picture Book*, which features his photos taken on a Navy blimp on anti-submarine patrol over the Atlantic.

Carved in Stone by member **Bill Douros** has gone to a second printing in the wake of sales generated after receiving the SPA 1999-2000 Gold Award.

Please let us know what is going on with your books — we love to share the good news!

E-mail dlinton@ravenwoodpub.com or skw@williamswriting.com, or call the SPA office at (916) 974-0764.

Alert! for Books in Print Users

If you add books to Books in Print through the Bowker Web site, note the new Web site address, www.bowkerlink.com.

While the current site has been up for nearly a year, the old Web site, www.bowker.com, still appears to function. However, books added at the old site will **not** be included in the database.



The Pen & Press

a publication of the
Sacramento Publishers Association

Vol. 1, No. 1

Fall 2000



Call for News Clippings about SPA Members' Books

Danette Mulrine is developing a binder of articles on the SPA and its members. The binder will be displayed at meetings to show guests the range of our talents. She already has some articles dating back to 1990 but may have missed yours!

Articles collected so far include:

- 1990 article on Jack Everett's *Focus on Finances*
- 1996 article on SPA and other self-publishing groups
- 1997 article on Naida West and her book, *River of Red Gold*
- 1999 articles on Jack Everett's *The*

Truth About Trusts

- March 2000 article on Philip Montrose's *Tips and Tools for Getting through to Kids*
- April 2000 article on SPA's award-winning books
- May 2000 article on Fran Pendleton's baseball memorabilia work
- June 2000 article on SPA itself
- June 2000 article on Jack Everett's being a Franklin Awards finalist
- July 2000 article about Bob Dreizler
- July 2000 articles on Dee Linton's

book, *The Two Headed Dragon*

Additionally, Karen Gedig Burnett is collecting book covers as well so that guests will get an idea of the range of interests of our members.

If you have news articles featuring any of your books or a book cover, bring a copy to a meeting or mail it to:

Sacramento Publishers Association
P.O. Box 60954
Sacramento, CA 95860

Please check when mailing that you have enough postage. A 33-cent stamp normally covers only 3-4 letter-size sheets of paper.

PMA University in a Nutshell

Karen Gedig Burnett attended PMA University, a two-day session of classes devoted to the art of publishing, and brought back a wealth of information to share with SPA members. Here is just a sampling of what she learned.

Attend Book Fairs

Always ask for the small press rate.

Compile a list of trade shows:

- Trade Show and Convention Guide (Billboard Publications, Inc.)
- Trade Shows Worldwide (Gale Research)
- Wholesale and Retail Trade USA (Gale Research)

Promote Your Books Online

Don't miss out on this wonderful way of connecting to your specialty markets.

- Look for message boards and get involved in the discussions.

- Find appropriate newsletters, then write articles, including a short biography and contact information at the bottom.
- Contribute to e-mail discussion lists. Give information; become the resident expert. To find appropriate mailing lists visit www.lists.com.

Improve Your Speaking

- Put sample questions in a shoe box, then draw one and answer it as you drive.
- Remember you are selling not a book but the information in the book. What information in your book do people want?
- Look for three points about your book to highlight.
- Read newspapers and magazines, listen to the radio, and watch TV to learn what interests people.

SACRAMENTO PUBLISHERS ASSOCIATION
Sacramento Publishers Association
P.O. Box 60954
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(916) 974-0764
www.sacpublishers.org

Promote – Educate – Network

Internet for Beginners, a nine-week class taught by SPA member Larry Rodrigues, begins Oct. 21. The fee for the American River College class is only \$16.50.

No computer skills required! Call Larry at (916) 481-1877 for more information.

Join us at the next SPA meeting on Sept. 19!

Introducing...

Meet SPA's newest members:

- ~ John Andrew, Gold River
- ~ Lois Browning Bauer, Redding
- ~ deVonna (Dee) Brown, Sacramento
- ~ Leonard S. Cooper, Citrus Heights
- ~ Jean Darby, Ph.D., Red Bluff
- ~ Robert J. Favole, Auburn
- ~ Judy Fields, Fair Oaks
- ~ Anthony Folcarelli, Roseville
- ~ Nancy Fricke, Elk Grove
- ~ Ben Gay III, Placerville
- ~ Virginia Grabbe, Orangevale
- ~ Janice Marschner, Coleman Ranch Press, Sacramento
- ~ Percy McManus, El Dorado Hills
- ~ Georgina Mueller-Beilschmidt, Prosperity Information Service, Davis
- ~ Elizabeth Nesci, Sacramento
- ~ Lilia P. Westmore, Sacramento

Promote - Educate - Network

President's corner

By Danette Mulrine

I hope all of you had wonderfully full and vibrant summers with your friends and families. As for SPA, what a summer this has been!

We started in June with the wonderful coverage of our organization in *Neighbors*, which led to an overflow crowd at our July meeting. In mid July many members participated in a cooperative marketing effort at the Sunrise Mall hosted by Walden Book Store.

In August a journalist from India, here visiting family, called the SPA office to talk to some American self-publishers.

He told us about the great interest in American books in his country and is writing an article when he returns, so who knows, SPA may be going international. Anyone want to sign up for the Calcutta book fair next year?

We have started to get some requests for SPA members to speak at various events, so I am starting a list of interested SPA folks and topics. If you would like to be on the list, let me know.

For our own meetings, Karen is starting to line up speakers who promise to make our Fall meetings a must-attend events.

BookZone Discounts for SPA Members

To help its members promote and sell books on the Internet, the Sacramento Publishers Association has arranged for special discounts for its members with BookZone.

Founded in 1994, BookZone serves more than 3,300 publishers with Web site hosting, design, development, and promotion.

"BookZone gets your books on the Internet quickly and inexpensively," said Dan Poynter, author of *The Self-Publishing Manual*.

SPA members can join Dan Poynter, book marketing expert John Kremer, and other publishing professionals while getting a 15-percent discount by men-

tioning their SPA membership. SPA members are eligible for discounts on BookZone's cost-effective single-title listings and site-hosting services.

Publishers who already have Web sites can list them for free in BookZone's Literary Leaps, its collection of more than 3,500 book-related links, and also learn important industry information by visiting BookZone's professional development area, BookZonePro, which features a services and suppliers directory, job bank, articles, and other information about the publishing industry.

For more information, call (800) 536-6162, e-mail bookzone@bookzone.com, or www.bookzone.com.

Worth the visit

BookFlash: www.bookflash.com

Publishers Weekly Call for

Information:

www.publishersweekly.com/about/cfi.asp

BookZonePro: bookzonepro.com/calendar/newitem.cfm

the boox review:

www.thebooxreview.com

Red Dog Publicity: www.talion.com

Speakers Bureau

Several organizations have already requested that SPA members discuss publishing and the SPA at their meetings. As we generate more publicity, we can expect more requests.

Contact SPA president Danette Mulrine at dmulrine@ravenwoodpub.com or publicity VP Andrea Patterson at awpatt@cwo.com to volunteer for the speakers bureau or to learn more.



The Pen & Press is published quarterly by the Sacramento Publishers Association, a coalition of independent self-publishers and small presses.

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For more information and to inquire about material use, contact SPA at (916) 974-0764 or newsletter editor Sandra Williams at (916) 456-0625 or skw@williamswriting.com.

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Promote – Educate – Network

2000-2001 SPA Board

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Robert Dreizler, Treasurer

Rossonya@aol.com

Dee Linton, Membership

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Charles A. Bellissino, Past President/Advisor

(916) 488-1830, chuck@lovemysauces.com

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

Productivity Workshops

SPA member Terry Prince will conduct the following workshops:

Becoming a More Productive You
Wednesday, Sept. 13, 7-8 p.m.

Borders, 2030 Douglas Blvd., Roseville

Find out how productivity and organizational coaching can help you reach your life goals. For directions call Borders at (916) 784-1088 or visit their Web site, www.bordersroseville.com.

Get Organized!

Tuesday, Oct. 3, 7-8 p.m.

Borders, 7415 Laguna Blvd., Elk Grove

Join Terry Prince a free drop-in organizing advice workshop. For store directions call Borders at (916) 691-1901.

Library Conference

Saturday, Oct. 21, 9 a.m. – 4 p.m.

CSUS University Union

SPA will host a panel of members discussing self-publishing at the annual event. Approximately 300 people are expected to attend.

SPAN College & Trade Show

BookPublish 2000: Who Wants to Be a Millionaire?

Oct. 20-22, Los Angeles

SPAN will hold its annual trade show Oct. 20-22 at the Torrance Marriott. The show will feature 13 educational sessions, more than 30 exhibitors, and three days of networking with other independent publishers.

The seminars will be lead by publishing and writing experts who will share strategies for publicizing and profitably selling your books.

For more information on SPAN's fifth annual College and Trade Show, visit www.spannet.org or call (719) 395-4790 for a free brochure.

Great Basin Book Festival

Sept. 29-30, Reno

Visit www.unr.edu/nhc/bookfest/2000/ for more information.

52nd Frankfurt Book Fair

Oct. 18-23, Frankfurt, Germany

Nearly 7,000 publishers from around the world convene for six days each October to negotiate the sale of rights and expand their distribution terms. For more information visit www.bookfair.com.

BookExpo America

May 30-June 3, Chicago

Formerly known as the American Booksellers Association Convention & Trade Exhibit. For more information visit www.bookexpoamerica.com.

Other Book Fairs

Calcutta Book Fair, January 2001

London Book Fair, March 25-27, 2001

Book Awards

Book of the Year Award, ForeWord Magazine

Entry fee: \$50 per title, per category, to be submitted with registration form and two copies of book

Deadline: Entries must be postmarked no later than Jan. 15, 2001

Prizes of \$1,000 each for best fiction and nonfiction.

For more information visit www.forewordmagazine.com.

2nd Annual National Publishers Freedom Awards

Entry fee: \$40 for ASPA members and \$45 for non-members

Deadline: Dec. 31, 2000

Winners will receive a \$100 cash prize and free admission to an ASPA publishing and marketing seminar.

For complete rules and entry form, call (800) 929-7889.

New PMA Affiliate Member Benefits

Publishing University Scholarship

This scholarship allows one person from an affiliate organization to attend at no charge all eight seminars over the two-day program prior to BookExpo America in the same city as BEA.

PMA will also provide a \$500 stipend to partially cover the cost of travel and/or accommodations for this event.

Good news

Member **Karen Gedig Burnett** was filmed for TV's *Good Morning Sacramento* in late August. She was presenting her book, *Simon's Hook*, to a school assembly that was covered by a news station. The school planned to highlight her book throughout the year, focusing on the ideas presented in it with complementary activities, and the news crew interviewed teachers, students, and Karen about Simon's Hook.

"They are planning a story about how the school is focusing on this theme," Karen said. "I couldn't have asked for more if I had paid them."

Ravenwood Publishing launched a publicity campaign for *The Two Headed Dragon: Exploring the Gifts of AIDS* after it received several awards at the SPA Book Awards in April. The book was featured in articles appearing in *The Sacramento Bee*, *MGW*, *CSUS Alumnae News*, *UCD News*, and *OutWord Magazine*.

Book review

By Danette Mulrine

I just finished reading *Jump Start Your Book Sales* by Marilyn and Tom Ross, and can highly recommend it to anyone struggling with marketing.

The book, formatted for quick reading bursts, is chock full of ways to position a book, including tips on how to use Amazon.com book reviews of one book to feature your own book.

Here's a tip you can all use immediately: if you are looking for PR tie-ins to special days/weeks/months, visit <http://dailyglobe.com/day2day.html>. This Web site provides literally thousands of possible publicity hooks to give your books a fresh perspective.

Discounted membership in PMA

Members receive a \$26 PMA bonus check, which can be used as a discount when joining PMA, renewing PMA membership, or entering any PMA marketing program.

A complete list of PMA member benefits is online at www.pma-online.org/Affbenefits.html.

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.

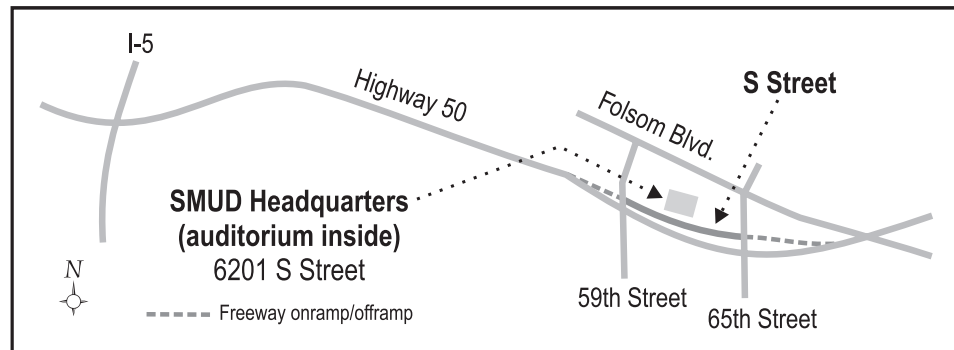
Beginning January 2001, meetings will be held the fourth Wednesday of each month in the auditorium of the SMUD Headquarters Building at 6201 S Street, Sacramento, off Highway 50 between 59th and 65th streets.

From I-5/Hwy 80/Hwy 99:

- Get on Highway 50 Eastbound.
- Exit at the 59th Street offramp.
- Go straight at the first stoplight (onto S Street).
- SMUD Headquarters will be on your left-hand side. Look for a grayish building with an abstract tile mural on the front facade. Sometimes the statues in front are lit up. SMUD Headquarters is in the center of the block. If you come to a tall white building (the SMUD Customer Service Center, 6301 S Street), you have gone too far.

To return to I-5/Hwy 80/Hwy 99:

- Turn right onto S Street.
- Go straight at the first stoplight (59th Street) to enter the freeway onramp. The onramp becomes a



dedicated exit to Stockton Blvd., so move over one lane when it's safe.

From eastern Hwy 50:

- Exit at the 65th Street offramp.
- Go straight at the first and only stoplight (65th Street).
- You are now on S Street. SMUD Headquarters will be on your right-hand side. Go past the first SMUD building (the SMUD Customer Service Center, 6301 S Street). Look for a grayish building with an abstract tile mural on the front facade. Sometimes the statues in front are lit up.

To return to Hwy 50 Eastbound:

- Turn left onto S Street.
- Turn right at the first stoplight (onto 65th Street). The far right lane is a westbound freeway onramp, so move over one lane.

- Take the next right-hand exit to enter the eastbound freeway onramp.

Please note 59th Street is a non-standard freeway entrance/exit. Only eastbound traffic may exit the freeway at 59th Street; only westbound traffic may enter the freeway at 59th Street.

There are two large SMUD buildings on S Street. The auditorium is located inside the gray building that is halfway between 59th and 65th streets.

Park in the semicircle in front of the building or in the west parking lot.

The meeting dates for 2001 are:

Jan. 24	May 23	Sept. 26
Feb. 28	June 27	Oct. 24
March 28	July 25	Nov. 28
April 25	Aug. 22	

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.

RETURN SERVICE REQUESTED



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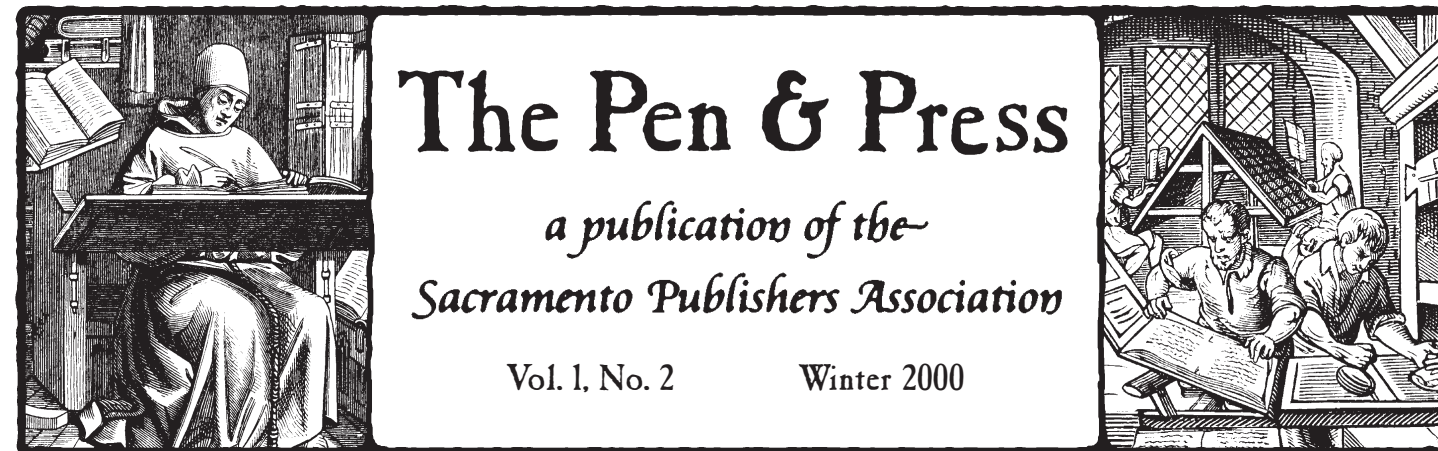
Submit your book for the 2000 SPA Awards!

Entry form enclosed

More info online at www.sacpublishers.org/awards/awards.html

or call (916) 393-0500

Entries due Jan. 3



The Ongoing Technology Challenge for Small Publishers

By Dee Linton

The world of small publishers changes every day, or so it seems.

When writers created books in long-hand, which were typeset and then printed and distributed to bookstores, libraries, and individuals, file format wasn't an issue.

Today books are almost always written on personal computers. They are typeset on personal computers and, with e-books, printed on personal computers for distribution via the Internet or other networks for use on personal computers. We do this daily. Just five years ago we never even dreamed of sharing books this way.

Most books, both text and artwork, are now submitted to printers as digital

Most books are now submitted to printers as digital files.

files. Graphic artists who could not make the shift from manual layout and creation have been left behind. The same is true of most authors: if you, as an author, don't provide your publisher with a digital copy of your book, you probably won't have a publisher. Publishing, often a cost-determined process, is more cost-effective in the digital world.

Book publishers today create final book layouts using a wide variety of tools and then submit them to their book printers in a standard exchangeable format, typically Adobe's portable document format (PDF).

More books are submitted as PDF files for printing than in any other format today. The PDF format is not specific to any single page layout software program. It doesn't matter if the book layouts are created on Macs or PCs, or if the publishers use Quark, PageMaker, or WordPerfect to lay out their books.

This change to a single compatible digital file format came about in less than five years. Book printers have greatly streamlined their production process to take advantage of this change.

For instance, two of the standard deliverables in the book printing and publishing business have almost completely disappeared.

In the past, printers provided blueline copies for publishers to proofread carefully prior to printing. Today proofreading should be completed before the book is submitted to the printer.

The second is the galley copy. Publishers today have little or no need for galley copies, except that many reviewers still require a galley copy or the book won't be reviewed.

To meet this requirement, publishers have created the faux galley for use only by reviewers. Publishers may actually take a bound final copy of their books and scuff up the cover, or even rip it off, so that a galley can be created to send to reviewers.

Independent publishers must not only have great books but also keep up with the changes in markets and technology—and respond to these changes. Keeping up with change isn't a matter of being a technological gadfly; it's a matter of adapting to survive.

Small publishers must ensure they

get the maximum sales for their books, usually by publishing them in multiple formats. You may need to have a paper-

Publishers today have little or no need for galley copies.

back edition as well as different hard-back and library editions.

You may also need to have multiple e-book formats to suit a wide range of e-book readers.

At least seven different e-book formats are used today in the U.S. Large publishers may be able to pick one e-book format to sell through one single channel of distribution.

But independent publishers feel the pressure to meet the output needs of as many book buyers as possible. Some of these formats may disappear while

Continued on page 2, Technology

Introducing...

Meet SPA's newest members:

- ~ Jacqueline Fagan, J.D., Sacramento
- ~ Galen Hopkins, Ph.D., Fair Oaks
- ~ Linda Martin, Martin & Martin Editorial Services, Loomis
- ~ Claude Morgan, Carmichael
- ~ James D. Shrum, Sacramento
- ~ Kay Stevens, Thomson-Shore, Inc., Dexter, MI
- ~ Pete Wegener, Carmichael

Good news

* From Friends of the Sacramento Public Library...

"... heartfelt thanks for SPA's wonderful presentation at the Focus on Writers Conference. The conference was one of the best attended and most well received conferences we have ever done. The evaluations were uniformly excellent and we definitely intend to do it again next year.

"[Andrea Patterson's] evaluations were all very good or good. ... Thanks also to Karen Burnett for her individual consultations. They were also extremely well received."

* From Naida West...

"It feels good that when I answer the telephone and hear the plaintive and familiar, 'Where is your next book? I can't find it in the stores,' I now can answer with certitude, 'It's at the printer and should be available around the end of October.'

"In addition to these random calls and orders from distributors, over 90 prepaid people are getting antsy (not as antsy as I've been, however). I also have a list of about 2,000 people signed up to be notified of its arrival.

"The book, *Eye of the Bear: A History Novel of Early California*, is 632

pages long. It contains a glossary of terms, extensive endnotes, and a map of central California's native villages, Spanish establishments in 1825, and Central Valley battlegrounds where in 1829 the united native peoples defeated a professional army in an almost totally unsung war.

"HarperCollins and other New York publishers wanted to see the MS. However, I never even considered sending it for, if I was lucky, a three-year delay, tiny royalty, and mid-list attitude toward marketing. Besides, if *Eye of the Bear* does a quarter as well as *River of Red Gold*, I'll be ahead financially and happy as a clam."

Technology, continued from page 1

others merge into a new standard format. But I'm not prepared to guess which formats will survive.

I resisted the move to e-books. I wanted to hold, touch, and smell what I considered "real" books, and held out as long as I could. But this year I finally started to create e-book versions for sale to readers in addition to traditionally bound books. And I wonder why I resisted this shift.

President's corner

As you may already know, SPA President Danette Mulrine has been gravely ill since October. At the time this newsletter was printed she was still in the hospital recovering from a series of operations.

When released from the hospital, she will need to recuperate for several months. The SPA board has agreed to share her duties until Danette recovers.

Speakers Bureau

Several organizations have already requested that SPA members discuss publishing and the SPA at their meetings. As we generate more publicity, we can expect more requests.

Speakers should prepare a brief biography and list of subjects in which they are prepared to speak. Typical outside organizations include the Friends of the Library and writers' groups. Speaking engagements help promote the Sacramento Publishers Association and book sales for the speaker.

Contact publicity and awards VP Andrea Patterson at awpatt@cwo.com to volunteer to speak at outside organizations or to learn more about the Speakers Bureau.

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.

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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

December 31

Memberships expire!

Please renew using the enclosed form. Visit www.sacpublishers.org/resources/benefits.shtml for a partial list of member benefits.

January 3

Deadline for submissions for the SPA Book Awards. SPA members may submit books published in the 2000 calendar year. Winners will be announced at the April 28 Awards Program.

For more information see the enclosed Application Form or call Andrea Patterson, (916) 393-0500.

January 15

Deadline for submissions for the ForeWord Magazine's Book of the Year Awards 2000.

ForeWord Magazine's Book of the Year Award brings increased attention to the achievements of independent presses and their authors. Winners and finalists will be selected from 37 categories, and e-book submissions are welcome in all categories.

Call (231) 933-3699 to request a brochure or visit www.forewordmagazine.com/boyta.asp for more information.

January 24

SPA meeting

The January 24 meeting will focus on "Understanding Wholesalers/Distributors: What do they want from self-publishers and small presses?"

According to program VP Karen Gedig Burnett, the meeting will be "truly awesome."

Representatives from Baker and Taylor, Bookpeople, and Independent Publishers Group (IPG) have committed to attend this meeting.

"This program should be very informative plus provide an opportunity to make contacts—or find out who to contact," Karen said.

"All of the speakers have been in the book business for many years and have a wealth of knowledge."

January 31

Deadline for inclusion in the SPA Membership Directory

The directory is your source for immediate help from other SPA members. Use the directory to follow up with other publishers you met at meetings regarding printers, graphic designers, and more.

February 28

SPA meeting

The February program, "Building Your Business Plan," will feature Gilda M. Perez, Economic Development Specialist from the Small Business Administration, and Darlene Conway from the Business Information Center (BIC).

Topics include:

- Business Plans
- Starting a Business
- Local resources for planning and financial help

The speakers have many handouts and a list of resources—mark your calendar now!

March 28

SPA meeting

Program TBA

April 25

SPA meeting

Making a Living as a Self-Publisher

- Alternate revenue resources
- Selling from your Web site
- Marketing through the Internet

April 28

Conference and Awards Program

Look for conference details in the next newsletter or visit the SPA Web site, www.sacpublishers.org.

May 23

SPA meeting

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

Book review

SPA member Pamela Masters wrote, "*The Self-Publishing Manual* is so comprehensive, there is absolutely nothing else you will need. It covers everything, including applying for LCCNs, ISBNs, bar codes, copyrights, etc, etc!"

"He even has an item called 'Your Book's Calendar' listing all the things you have to do to get started, what to do while you're writing the book, and when to start promoting it so that you don't end up with a slew of formidable tasks when you're ready to go to the printers!"

"If you don't have a copy—GET ONE; it's worth its weight in gold!"

The Self-Publishing Manual: How to Write, Print and Sell Your Own Book (12th Ed.)
by Dan Poynter
Para Publishing
www.parapublishing.com
ISBN: 1568600631

Other recommended books for the self-publisher or small press:

The Complete Guide to Self-Publishing: Everything You Need to Know to Write, Publish, Promote and Sell Your Own Book
by Tom and Marilyn J. Ross
Writer's Digest Books
www.writersdigest.com
ISBN: 0898796466

All-By-Yourself Self-Publishing
by David H. Li
Premier Publishing Company
ISBN: 0963785265

The Prepublishing Handbook: What You Should Know Before You Publish Your First Book
by Patricia J. Bell
Cat's-paw Press
www.catspawpress.com
ISBN: 0961822724

How to Get Happily Published (5th Ed.)
by Judith Appelbaum
HarperCollins
www.harpercollins.com
ISBN: 0062735098

Complete Publishing Resource Manual
by Linda Able
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