

## Meetings

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

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

### Feb. 28 Meeting: Building Your Business Plan

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

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

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

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

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

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

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

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

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

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

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

### Each One Reach One

By Andrea W. Patterson, Publicity and Awards

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

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

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

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

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

Support your SPA — Each One Reach One!



# The Pen & Press

a publication of the  
Sacramento Publishers Association

Vol. 1, No. 3

Spring 2001



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

*continued on page 2*



Sacramento Publishers Association  
P.O. Box 60954  
Sacramento CA 95860  
(916) 974-0764  
[www.sacpublishers.org](http://www.sacpublishers.org)



Welcome Spring!

RETURN SERVICE REQUESTED

Promote — Educate — Network

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

### Introducing...

Meet SPA's newest members:

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

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

## President's corner

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

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

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

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

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

## Good news

*continued from page 1*

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

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

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

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

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

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

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

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

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

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

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

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

## Calendar

### March 28

#### SPA meeting

Surviving in the Publishing World

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

Successful member small publishers will discuss:

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

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

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

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

### April 25

#### SPA meeting

Canceled!

### April 28

#### Conference and Awards Program

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

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

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

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

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

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

Return the enclosed registration form today!

### May 23

#### SPA meeting

E-Books Revisited

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

### June 9

#### Central Coast Book & Author Festival

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

### June 27

#### SPA meeting

To be arranged

### July 25

#### SPA meeting

To be arranged

## Worth the visit

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

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



## Good news

*continued from page 2*

also be exhibited in the Borders Café.

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

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

## Hot off the press

#### New from Bridge House Books:

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

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

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

#### Reprint from Coleman Ranch Press:

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

### SPA Member-only Perks

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



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](mailto:skw@williamswriting.com).

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**Promote – Educate – Network**

### 2000-2001 SPA Board

Danette Mulrine, President  
(916) 974-0764, [dmulrine@ravenwoodpub.com](mailto:dmulrine@ravenwoodpub.com)

Robert Dreizler, Treasurer  
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Karen Gedig Burnett, Program  
(916) 773-0276, [kbg@grandmarose.com](mailto:kbg@grandmarose.com)

Terry Prince, Chief Judge  
(916) 683-2155, [princeter@aol.com](mailto:princeter@aol.com)

Sandra Williams, Newsletter and Web Site  
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Barbara Scott, Hospitality  
[zenarbooks@earthlink.net](mailto:zenarbooks@earthlink.net)

Charles A. Bellissimo, Past President/Advisor  
(916) 488-1830, [chuck@lovemysauces.com](mailto: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.

## Meetings

The July 25 SPA meeting will be a members-only meeting at an alternate location.

Remaining regular meeting dates for 2001 are Sept. 26, Oct. 24, and Nov. 28. Visitors are always welcome at regular meetings! There is no charge to attend.

Meetings run from 7 to 8:30 p.m. and are held the fourth Wednesday of each month in the SMUD auditorium at 6201 S Street, Sacramento, off Highway 50 between 59th and 65th streets.

A map to our meeting location is available at our Web site at [www.sacpublishers.org/calendar/meetings.html](http://www.sacpublishers.org/calendar/meetings.html).

For more information contact Janice Marschner at (916) 393-9032 or e-mail [janicem@cw.com](mailto:janicem@cw.com).

*A new word is like a fresh seed sown on the ground of the discussion.*

— Ludwig Wittgenstein

## Book review

### Book Design and Production for the Small Publisher

Malcolm Barker  
Londonborn Publications  
0-93023-508-8 \$24.95

Malcolm Barker's *Book Design and Production for the Small Publisher* is an outstanding manual for the small publisher or the self-publisher. It provides a working knowledge of the basic traditional principles of book design and explains how they can be adapted to the specific needs of almost any type of book being currently published. *Book Design and Production for the Small Publisher* contains 100 illustrations, including several sample layouts from small press books.

*Reviews courtesy of the Midwest Book Review, publishers of the Internet Bookwatch and Children's Bookwatch, which are available on the Midwest Book Review Web site at [www.execpc.com/~mbr/bookwatch/](http://www.execpc.com/~mbr/bookwatch/).*

## New SPA Board

Welcome our newly installed officers for 2001-2002:

President – Bob Dreizler  
Vice President – Joan Barsotti  
Treasurer – Jon Sole  
Secretary – Terry Prince  
Membership – William Kennamore  
Programs – Janice Marschner  
Publicity (interim) – Janice Marschner  
Awards – Andrea Patterson  
Awards Publicity – Andrea Patterson  
Chief Judge – Terry Prince  
Speakers Bureau – Dee Linton  
Hospitality – Karen Gedig Burnett  
Mail Box – Denise Browne

## Thank You

Special thanks for brightening the April Book Awards Ceremony to:

- \* Gary Chew of KXPR for serving as MC
- \* Wendell Fishman, Warren Jones, and George Raley, the jazz combo: (530) 902-3733
- \* Floppy's Digital Copies & Printing: (916) 446-3475
- \* Sandy Martin-Dodds for her poetic dramatization: (916) 391-8620
- \* Jan Nathan of PMA for presenting awards
- \* Chris O'Connor for programs: (916) 698-6882
- \* Aysha Sheppard for certificates: (916) 393-0500

## Get Connected to Other SPA Members!

Connect with the SPA's most valuable benefit: other members. Use these addresses to send messages to the e-mail discussion lists:

### General membership

[SacramentoPublishers@yahoo.com](mailto:SacramentoPublishers@yahoo.com)

### Marketing

[SacPub-Mktg@yahoo.com](mailto:SacPub-Mktg@yahoo.com)

### Speakers Bureau

[SacPub-Speakers@yahoo.com](mailto:SacPub-Speakers@yahoo.com)



Sacramento Publishers Association  
P.O. Box 161053  
Sacramento CA 95816  
(916) 444-0117  
[www.sacpublishers.org](http://www.sacpublishers.org)

*Please note the new SPA address and phone number!*

RETURN SERVICE REQUESTED

## Promote – Educate – Network

### For the latest SPA news

### subscribe to the SPA e-mail discussion list!

Visit

<http://groups.yahoo.com/group/SacramentoPublishers/join>

or send an e-mail to

[SacramentoPublishers-subscribe@yahoo.com](mailto:SacramentoPublishers-subscribe@yahoo.com)



# The Pen & Press

a publication of the  
Sacramento Publishers Association

Vol. 2, No. 1

Summer 2001



## Catching the most from the Net—

## How to Benefit from the World Wide Web

You've heard the claims, both boom and bust. But what can publishers really expect from an Internet presence?

"A lot depends on the publisher," said Mary Westheimer, CEO of BookZone, one of the oldest and busiest book-related Web sites.

According to Westheimer, many of BookZone's 3,300 publishers sell a significant number of books online.

"Ninety percent of my direct sales are online," says Dan Poynter, [www.parapublishing.com](http://www.parapublishing.com), whose site is hosted by BookZone. Poynter no longer offers a brochure or catalog, relying solely on his traditional sales channels and his site, where he also sells electronic reports.

"We have quite a few publishers in the five figures in sales now," said Westheimer, "and I know of one that sold \$500,000 worth of books from its site last year alone." Other benefits include contacts with movie studios, foreign rights sales, course-adoption contacts and press visibility.

So how are the most successful publishers reaping such benefits? Westheimer points to a number of variables that can affect a site's success:

- **How well constructed is the site?** Are there forms that let people order on the spot? An 800 number is fine... unless visitors are using their only phone line for surfing or they're outside the United States. Do pages load quickly? Is the site easy to navigate? Is there real information there, or just sales hype? People go to Web sites looking for **information**. Providing that information, then leading

visitors to the books that provide more information with a strong call for action is an important part of a successful Web site.

- **How visible is the site?** What if you constructed a Web site and nobody came? It happens all the time. With a one-on-one medium like the Web, traffic is imperative. Is the site listed in search engines (the directories that most people use to find things on the Web)? Has the publisher or webmaster established reciprocal links with other sites that cover your subject matter?

- **Is the publisher conducting on- and offline marketing?** Is someone participating in e-mail lists and newsgroups, letting people who will be interested in the site know where it is and what it offers them? Has the site's URL (Uniform Resource Locator, or site address) been integrated into all print materials—letterhead, press releases, brochures, ads—and broadcast appearances?

"All of this is so new to most people," says Westheimer, "but it's not something you can ignore. When we first launched our site more than five years ago, we spent a lot of time explaining what the World Wide Web is. Few people had e-mail.

"Today, nearly 79 percent of publishers have Web sites. Still, this is only the beginning, the Gutenberg Age of a technology that will be as pervasive as television."

To learn more, visit [www.bookzone.com](http://www.bookzone.com), call 1-800-536-6162, or e-mail [bookzone@bookzone.com](mailto:bookzone@bookzone.com).

Article courtesy of BookZone

## Introducing...

Our membership continues to grow! A great big welcome to the SPA! You might like to say hello to some of these new SPA members:

- ~ Earline L. Ames
- ~ Denise Browne
- ~ Janice Covell
- ~ Anthony Folcarelli
- ~ William Kennamore
- ~ Percy McManus
- ~ Carolyn Walker
- ~ Lilia Westmore
- ~ Hignell Printing Limited (Canada) has joined the SPA as an Associate Member. Ask questions about printing your next book project or request a printing bid. If you are in the planning stages, you can call 1-800-304-5553 and ask for a bound example of the print papers and inks used at their shop.

Several of our new members have taken the plunge and volunteered to serve the SPA organization. William Kennamore has volunteered to be the SPA Membership Chair, and Denise Browne has volunteered to coordinate post office duties. Thank you both for volunteering to support the SPA!

## Two Positions Open!

The positions of Webmaster and Newsletter Editor are now vacant.

For more information contact SPA president Bob Dreizler at 444-0117 or [rossonya@aol.com](mailto:rossonya@aol.com).

## President's corner

By Bob Dreizler

It was a dark and stormy night when I first attended a meeting of an organization of local authors and publishers, certified ones as well as aspiring ones like me. Since that evening I've heard many success stories and met some great people. I've also learned much about the exhilarating but often dysfunctional book business at monthly SPA meetings.

As the new president of SPA, I hope to help welcome more members while providing ongoing benefits to current members. However, for this to happen, I need your help:

- Exciting programs are the keys to unlocking the potential of a successful organization. If you have an idea for a program or know of a fascinating local speaker, please contact program chair Janice Marschner, (916) 393-9032 or [janicem@cwo.com](mailto:janicem@cwo.com).
- Try to attend as many meetings as you can. In addition to updating your knowledge, it's a great opportunity for networking.
- Invite a friend, author, publisher or book industry professional to attend a meeting.
- Lastly, don't forget to pay your dues. Regular membership cost is only \$40 a year, so if you haven't paid for your 2001 renewal yet, just send a check

to our new post office box.

Finally, I want to thank all members of last year's board, particularly outgoing president Danette Mulrine. Dee Linton, Terry Prince, Andrea Patterson, Karen Gedig Burnett, and Sandra Williams deserve special thanks for their hard work on behalf of the organization during the last year. I'd also like to thank incoming board members who volunteered to share the responsibilities that are so crucial to making SPA a resource to current and future members.

I look forward to seeing all of you (and possibly a friend or business associate) at one of our future meetings.

## Book review

### Encyclopedia of the Book

Geoffrey Ashall Glaister  
Oak Knoll Press

414 Delaware St., New Castle, DE 19720  
#42510 \$49.95 (pb) #42509 \$75.00 (hc)

Containing over 3,000 alphabetically arranged definitions of the terms used in bookbinding, printing, papermaking, and the book trade, Glaister's *Encyclopedia of the Book* is the standard reference guide. There are also biographical details of printers, authors, bookbinders, bibliophiles, and precise notes on machinery and equipment, famous

## Parting Thoughts

By Danette Mulrine

I am pleased to see such a broad representation of new and old members on the new SPA board, a big change from two years ago when I stepped (or was that pushed?) into the presidency. The member programs are another sign of SPA's continuing to be a vibrant organization.

As those of you who are "regulars" can attest, lots of interesting information is exchanged. In addition, almost everyone goes away feeling a huge boost of support from each meeting that carries into the next month.

The organization works because of each one of you who takes the time to participate by attending meetings and offering ideas, assistance, and support to the rest of us who are plugging away at making our books come together and sell. Let's keep being there for each other.

books, printing societies, book-related organizations, customs of the book trade and much, much more. *Encyclopedia of the Book* is indispensable for librarians, bibliophiles, booksellers, historians of the book, practitioners of the book arts and crafts, and to anyone involved in the graphic arts or the book trade.

## Good news

Joan Barsotti received an excellent book review by the *Book Reader* in its Spring/Summer 2001 issue on page 39. The *Book Reader* was handed out at the BEA in Chicago.

Of Joan's book, *Little Green Frog and Other Poems*, the *Book Reader* said:

At last, a book that comes fully equipped. Not only is there a hardcover, a paperback edition, but also a puppet set of three frogs—one small one, one large frog, and one extra set of eyes. . . . In beautiful pages adorned with Mathis' illustrations, all the animals in Barsotti's first nature come alive. The poems are sheer delight, and range from frogs, bees and worms to squirrels, woodpeckers and snakes. . . . Evocative descriptions, gentle humor, a perky perspective and a second nature that goes reality one better.

Bob Dreizler notes that excerpts of *Tending Your Money Garden* will appear in *Comstock's Business Magazine* in the July and August issues.

Janice Marschner was featured in the People section of the City Edition of *Neighbors* on May 24th. (The article is available at [www.sacbee.com/neighbors/show\\_story.cgi?20010524/cy-973001N.txt](http://www.sacbee.com/neighbors/show_story.cgi?20010524/cy-973001N.txt))

Janice also promoted her book at the Central Coast Book and Author Festival in San Luis Obispo June 9, in the PMA booth at the ALA Conference in San Francisco, at a book signing at the Arden Way Barnes & Noble June 22, and at the Monterey Arts & Crafts Festival in Custom House Plaza in Monterey June 30-July 1.

Terry Prince is a contributing author to *Golden Tips for Getting Organized*, a 28-page booklet featuring tips on home and office organization from 104 organizers throughout the world. The booklet is published by the National Association of Professional Organizers, of which Terry is a member.

In addition to serving as SPA's secretary this year, Terry will be the president of the Sacramento Suburban Writers.

For more information about Sacramento Suburban Writers or *Golden Tips for Getting Organized*, contact Terry at (916) 683-2155 or [princeter@aol.com](mailto:princeter@aol.com).

## Speakers Bureau

SPA members interested in being part of the Speakers Bureau 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 Dee Linton at (916) 974-0764 or [dlinton@ravenwoodpub.com](mailto:dlinton@ravenwoodpub.com) to volunteer to speak at outside organizations or to learn more about the Speakers Bureau.

## Publishing Seminars

PMA and Publishers Weekly have organized a series of professional seminars to help people sell more books. Attendees who are not PMA members will receive a free one-year PMA membership with their registration. Current PMA members will receive \$100 off the registration fee. Seminar registration is \$495.

Mastering the Book Market will feature well-known speakers such as John Kremer, Dan Poynter, Jan Nathan, Jodee Blanco, Mary Westheimer, Rick Frishman, Melanie Rigney, Steven Schragis, Art Salzfass, and Brian Jud.

Topics include how to:

- Publish faster, easier, and less expensively than ever before.
- Pitch fiction and nonfiction to television, radio, and other media.
- Increase book profitability.
- Sell more books on the Internet.

Review the agenda at [www.strongbooks.com](http://www.strongbooks.com).

Scheduled locations are Philadelphia, Sept. 15-16, and Dallas, Nov. 17-18.

Other seminars will be held in San Francisco (January 2002), Atlanta (February 2002), Los Angeles (September 2002), and Chicago (October 2002).

Seminar sponsors are Writer's Digest, BookZone, Radio-Television Interview Report, [booksjustbooks.com](http://booksjustbooks.com), Infinity Publishing, and Meryl Moss Media Relations.

For more information contact Brian Jud at (800) 562-4357 or [imarketbooks@aol.com](mailto:imarketbooks@aol.com).



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# Promote — Educate — Network

## Meetings

Visitors are always welcome! There is no charge to attend.

Meetings run from 7 to 8:30 p.m. and are held the fourth Wednesday of each month in the SMUD auditorium at 6201 S Street, Sacramento, off Highway 50 between 59th and 65th streets.

A map to our meeting location is available at our Web site at [www.sacpublishers.org/calendar/meetings.html](http://www.sacpublishers.org/calendar/meetings.html).

For more information contact Janice Marschner at (916) 393-9032 or e-mail [janicem@cwo.com](mailto:janicem@cwo.com).

### Sept. 26

#### How to Structure the Written Word to Get the Outcome You Want

Joan Packard, MA, MFCC — author, instructor, lecturer, consultant, and therapist — will discuss NeuroLinguistic Programming and how it can be used in writing and editing your book.

An expert on NeuroLinguistic Programming, Joan will tell us how to use the criteria strategies of this unique communication model to get attention from our book readers and the recipients of our marketing and publicity pieces.

### Oct. 24

#### Publicity Tips from an Expert

Kerry McGagin of KMA Communications will address the top three topics of our June survey — writing attention-getting press releases and other publicity tips, attracting media attention, and one part of developing a book marketing plan — the new book launch. This Bay Area publicist has extensive experience with launching best sellers.

### Nov. 28

#### Understanding the Printing Industry

This program will focus on the ins and outs of book production and manufacturing — the fourth top choice on our member survey.

### Board Positions Open!

Contact president Bob Dreizler at 444-0117 or [rossonya@aol.com](mailto:rossonya@aol.com) for information about how you can become more involved and gain valuable experience.

## Three Important Dates

By Andrea W. Patterson

You could be the next SPA Gold Award Winner!

SPA members interested in participating in the 2002 Annual Book Awards celebration should be aware of three important dates.

First, entrants must be members in good standing (dues paid) as of **Nov. 30, 2001**.

Second, members must mail publications to Andrea W. Patterson, SPA Awards, 7740 Sleepy River Way, Sacramento, CA 95831, postmarked no later than **Jan. 5, 2002**.

Finally, SPA will announce winners at the Awards celebration in **April 2002**.

Awards will be given in five categories — including the Gold, Silver and Bronze awards — and in subcategories such as cover design, audio, and greeting cards. Marketing materials such as Web sites, brochures, and bookmarks are also eligible for awards.

Past winners have successfully used their SPA awards to obtain retail and media interest. As a 2002 Award winner, you, too, can increase your marketing exposure and sales. Refer to the SPA Awards Program insert in this newsletter for qualifying information. You may also download forms from the SPA Web site, [www.sacpublishers.org](http://www.sacpublishers.org).



# The Pen & Press

a publication of the  
Sacramento Publishers Association

Vol. 2, No. 1

Fall 2001



## Editing: A Crucial Step in Preparing Your Book for Publication

By Sandra K. Williams

A publisher once told me he purposely didn't have his manuscript edited before publishing; he wanted the book to sound just as though he were talking to the reader.

His comment shocked me speechless. Editing doesn't remove the writer's voice: editing removes the distractions that obscure the writer's voice.

Reading a book with misused words, poor grammar, and sloppy punctuation is hard work! The reader has too constantly work, at deciphering what the rider meant.

Additionally, a book with mistakes looks amateur. You're going to have a harder time finding both distributors and reviewers if your book isn't of professional quality. For example, the Midwest Book Review, which supports independent publishers, rejects books that are poorly written or have low production values.

Your manuscript won't change from a warm personal account to a scientific dissertation just because it's edited. An editor isn't going to rewrite your manuscript; rewriting is an entirely different (and more expensive) task.

There are different levels of editing, and you and your editor should discuss what your manuscript needs before the work starts.

As SPA member and editor Carolyn Walker notes, "For all the grammar, spelling, and punctuation rules, editing is surprisingly subjective. Understanding the logic behind various conventions and knowing my client's style, purpose, and audience help me navigate through the gray areas."

You can request that only grammar, punctuation, and spelling be checked. You can ask the editor to make sure your manuscript conforms to a particular style, such as *The Chicago Manual of Style*. Or you can ask for suggestions to make your manuscript easier to read, like smoothing transitions between sentences and between paragraphs or rephrasing awkward sentences.

In all cases, you control the final changes to your manuscript.

Give your book a fighting chance at success: have it professionally edited.

Editing Resources:

**Carolyn Walker**

Phone: (916) 649-9242

E-mail: [mail@carolynwalker.com](mailto:mail@carolynwalker.com)

Nonfiction editing in a variety of subject areas including business and medical. Experience with all levels of editing: mechanical (punctuation, spelling, parts correlation, etc.), language (grammar), content (factual accuracy and logic flow), and permissions.

**Sandra Williams**

Phone: (916) 456-0625

E-mail: [skw@williamswriting.com](mailto:skw@williamswriting.com)

Editing and proofreading.

## What the Book Trade Wants

By Pat Bell, *Cat's-paw Press*

[Pat recently helped select books that will be promoted through a PMA program that helps members get wider trade distribution. Here she shares the review criteria that caused books to be rejected.]

1. Production values. Increasingly, books are being criticized and rejected for poor interior layout — ugly books just don't sell. People are indeed looking inside the cover.
2. Subject matter. A Millennium book didn't make the cut because of "down-trending" — meaning that the book was too late for the subject. Too many other books already out on the topic was another reason for rejection.

However, if a book is the first in a new area of interest (the sort of thing we indie publishers do best), it could very likely be accepted.

3. Price point. A couple of beautiful photography or heavily illustrated books

were rejected because they were priced at a point where the bookselling people didn't think people would buy. A few books were accepted pending a possible price shift.

4. Too regional for national interest. I saw a title or two that probably does very well in its immediate territory but wouldn't cause most people in other parts of the country to pick it up off the shelf.

5. POD titles. The chains and the distributors reject out of hand any title from a dotcom publisher (because of the non-returnable aspect). There also seemed to be some leanness of books that were printed by a PQN producer because of lower production values.

Patricia J. Bell is the author of *The Prepublishing Handbook*, available at [www.catspawpress.com](http://www.catspawpress.com), and *top cat* at <http://hometown.aol.com/catspawpress/ToolShed.html>, a valuable resource for independent publishers.



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[SacramentoPublishers-subscribe@yahogroups.com](mailto:SacramentoPublishers-subscribe@yahogroups.com)

RETURN SERVICE REQUESTED

## President's corner

### Sacramento Publishers and Authors?

By Bob Dreizler

At a recent vision-focused board meeting, we discussed ways to expand our membership while staying true to the goals of SPA.

One suggestion was to change our name to Sacramento Publishers and Authors. Many members are not publishers but authors whose works have been published by independent publishers. By changing the name we will welcome more members in hopes of growing the organization and enhancing the networking opportunities for

current members.

During our initial discussions of our acronym, the board felt strongly that we should retain SPA; SAP just didn't sound as inviting.

Before making this bold change, I'd like to hear back from you — either pro or con. E-mail your sentiments to me at [rossonya@aol.com](mailto:rossonya@aol.com) or mail them to Rossonya Books, 2012 H Street #200, Sacramento 95814.

I'll share them with the board, and we'll announce our decision at the Oct. 24 meeting.



### Speakers Bureau: Promote Your Books and the SPA

Other organizations are always looking for speakers who can share their expertise in publishing, writing, and other subjects. Sign up for the SPA Speakers Bureau to become a valuable community resource.

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.

Contact Dee Linton at [dlinton@ravenwoodpub.com](mailto:dlinton@ravenwoodpub.com) to learn more about the Speakers Bureau.

### Co-op Reviewers Database

BookZone ([www.bookzone.com](http://www.bookzone.com)) has put together a database so that publishers and authors can find appropriate reviewers. Use of the list is free, although they ask publishers and authors to share reviewers they know about (hence the "co-op").

The reviewers database is online at [www.bookzonepro.com/reviewers/](http://www.bookzonepro.com/reviewers/).

### Exhibit Opportunities for PMA Affiliate Members

The MidAtlantic Publishers Association has shared these opportunities. If interested, contact them immediately.

#### NAIBA Trade Show Oct. 6-7

The New Atlantic Independent Booksellers Assn. (NAIBA) holds its trade show this year in Washington, DC. Hundreds of booksellers convene for this annual event.

To display your titles at this select audience of booksellers, send \$25 per title (no more than two) by Oct. 1 to:

Gregg Wilhelm  
4004-A Linkwood Road  
Baltimore, MD 21210

#### Pennsylvania Library Show Oct. 14-17

Give Pennsylvania's librarians a crack at your book. All books displayed face out. Send \$25 per title (no more than two) plus one copy of your title and 50-100 flyers (if desired) to:

Betty Mackey  
B.B. Mackey Books  
440 Louella Avenue  
Wayne, PA 19087

Questions? For the NAIBA event, contact Gregg at [greggwilhelm@juno.com](mailto:greggwilhelm@juno.com). For the Pennsylvania show, contact Betty at [bbmackey@prodigy.net](mailto:bbmackey@prodigy.net).

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## Good news

Paula Anawalt, Abongold Books, had a viewing of framed color posters from her children's picture book, *The Crystal Palace: A Tale from the Gold Country*, at the Roseville Borders in August. This was the third time her posters have been displayed at a Borders bookstore.

Additionally, Paula will narrate *The Crystal Palace* at the Crocker Art Museum on Oct. 21. For this reading she'll perform in costume as the Crystal Palace Story Lady. Afterward she'll have a book signing at the Museum Store.

Frankie Barrera, Paddiwok Publishing, has had a screenplay selected as one of 10 to be filmed for the Sacramento Film Festival. The films, all 10 minutes long, will be shown at the Crest Theater during the Sacramento Festival of Cinema, Oct. 5-7.

Frankie's movie, a documentary about *The Sacramento Bee*, was co-written with a friend.

Karen Gedig Burnett of GR Publishing, author of *Simon's Hook: A Story About Teases and Put-Downs* and *Katie's Rose: A Tale of Two Late Bloomers*, has been invited to join the steering committee for the Simple Acts of Care and Kindness (SACK) Foundation, a California nonprofit established in 1999 as an outgrowth of the International Conference on Care and Kindness.

Karen's latest book, *If The World Were Blind: A Book About Judgment and Prejudice*, is scheduled to arrive within the next month. She has already received an endorsement from Peter Yarrow (of Peter, Paul, and Mary), who said, "This book is a unique effort which addresses important themes that, given today's social climate, have particular significance and urgency."

Bobbie Christensen, Effective Living Publishing, will hold a series of seminars on book publishing throughout the U.S., from Hawaii to New York. She will appear in Sacramento at the Learning Exchange on Dec. 13.

For a complete schedule and registration information, go to [www.booksamerica.com/AmericanSelfPublisher/schedule.html](http://www.booksamerica.com/AmericanSelfPublisher/schedule.html).

Bob Dreizler of Rossonya Publishing, author of *Tending Your Money Garden*, was quoted in the *Wall Street Journal* and at [www.wsj.com](http://www.wsj.com) in July. Also, a full page of excerpts was included in the August issue of *Comstock's Business* magazine.

Janice Marschner, Coleman Ranch Press, has redesigned her Web site, [www.cal1850.com](http://www.cal1850.com). She designed it using what she learned at SPA's Web site meeting and PMA University, and then had her Web host make the changes. She plans to add a few things later, but thinks her site covers the basics of a good author or publisher Web site.

Terry Prince has been elected president of the National Study Group on Chronic Disorganization, an organization created to explore the issues relating to chronic disorganization and to educate professional organizers and related professionals on these issues.

Terry will serve a two-year term. For more information about the NSGCD, contact them at (916) 962-6227.

Naida West, Bridge House Books, will host the workshop on fiction for the Oct. 27 Friends of the Library event held in conjunction with CSUS. Besides leading a discussion on the craft of fiction writing, she will read and critique some first chapters.

She was also a featured author at Books by the Bay, an annual gathering of Northern California Independent Booksellers, on July 21.

Additionally, Naida's *Eye of the Bear* is being used as a textbook in a CSUS Anthropology 2 course, even though the book technically is fiction.

Naida said, "Back in the Middle Ages when I studied Anthropology, novels were regarded as cheap, useless trash and any person in the field who wrote one was immediately sent downward on the fast elevator to the junk heap. So to have my 'history novel' become a textbook in that particular discipline makes my day."



Get your good news in the SPA newsletter! Send announcements to [skw@williamswriting.com](mailto:skw@williamswriting.com).

### What Do You Get for Your PMA Dues?

By Janice Marschner

Some of us have been wondering if the Publishers Marketing Association (PMA) affiliate discount for membership dues still applies. I finally received an answer from PMA.

As SPA members, we are entitled to a \$26 discount on the 1-9 employee category membership dues of \$95.

Since I had already paid the full \$95 in May, I inquired if I could receive a refund. The reply was that I can take this discount on any future PMA program I participate in. Not what I wanted to hear, but better than nothing, I guess. I didn't take the discount last year, and I forgot to use my 5% discount coupon for the seminar last spring.

Let this be a lesson for others to pay attention. Every dollar counts in this business!

### PMA University Scholarship

The deadline for applying for the PMA University scholarship is Dec. 31.

Scholarship winners receive free attendance at the University and a \$500 stipend to defray other costs. Last year the SPA also provided a stipend to scholarship winner Janice Marschner.

The 2002 Publishing University will be held in New York April 30 through May 2.

Complete the information below and fax to (310) 374-3342 or e-mail to [jan@pma-online.org](mailto:jan@pma-online.org) with the subject line "PMA Affiliate Scholarship Application."

- Affiliate Group Name (Sacramento Publishers Association)
- Name of Applicant
- Publishing Company
- Position in Company
- Street Address, City, State, Zip
- Telephone, Fax, E-mail
- Number of Years in Publishing
- What you hope to gain from attending the 2002 PMA Publishing University (150 words or less)
- How you plan to share the information you gather at the University with others (150 words or less)

## A Sneak Preview of What's Ahead in 2002

by Janice Marschner

In 2002 we'll have another great year of programs for our SPA monthly meetings.

We'll start off **Jan. 23** with a panel presentation by our own Bob Dreizler, Jack W. Everett, and Terry Prince on the dreaded but crucial topic of "Tax Planning and Money Management for Publishers and Authors."

SPA's President, Bob Dreizler, is a Chartered Financial Consultant and author of *Tending Your Money Garden*.

Member Jack Everett is a Certified Financial Planner, Accredited Investment Management Consultant, and author of *The Truth About Trusts: A Trustee's Survival Guide*.

The Chief Judge for SPA's annual book awards, Terry Prince, is a recognized expert in the field of organization and author of *Surviving in the Home Office and Thriving*.

This panel promises to get us off on the right foot for tax year 2002 and may even provide tips we can use before filing for 2001.

On **Feb. 27** Pete Masterson of Aeonix Publishing Group will share his expertise on "The Basic Elements of Book Cover Design."

Masterson is a publishing consultant and designs book interiors and covers. He currently is writing a book on book

design and production for the small publisher. Masterson will provide critiques of SPA members' covers, so if you have one currently under development or want feedback on your published book, bring it along. This exercise will serve as an "educational experience" rather than a "judging contest."

The first of a planned series on book genres will be held **March 27**. This panel will feature four SPA members who specialize in children's books.

SPA's vice president, Joan Barsotti, is the author of five popular children's books and a frequent visiting author at schools throughout Northern California and Nevada.

Member Paula Anawalt is the author and illustrator of *The Crystal Palace: A Tale from the Gold Country*; she is a creative storyteller at schools and museums.

Member Ken San Vicente of LionX Publishing and his illustrator, Bob Langan, will round out our panel. Ken and Bob's *I Don't Want to Be Lunch!* will come out in April, and they have four other books in progress. They will have fresh experiences to share.

The combined monthly meeting and awards presentation luncheon will be held **Saturday, April 27**, as noted in the page 1 article. Details on price, location, and time will follow.

## Writing Courses

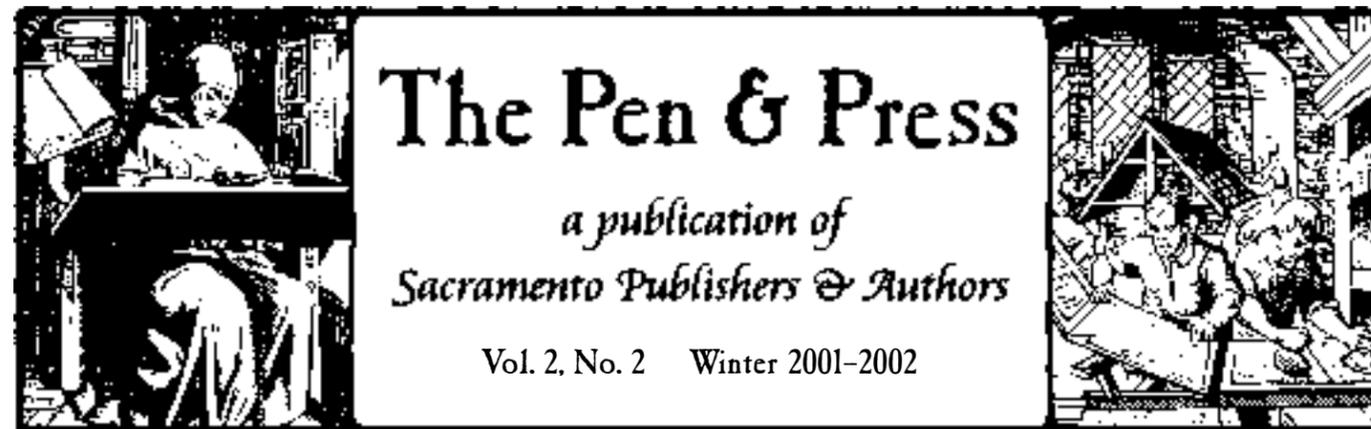
### Writing for Publication

Local writing teacher Bud Gardner will retire from retirement briefly to teach a one-time class on how to make money with your writing talent. Bud is the co-author of *Chicken Soup for the Writer's Soul* and was an award-winning teacher at American River College. Class content will include development and sale of magazine articles and will explore concepts for writing and marketing nonfiction books. Bud has tentatively agreed to be a future SPA speaker.

Cost is \$180 for this one-time, semester-long class offered through Grant Adult Education. Classes will be held Wednesday evenings from 6 to 9 p.m. Jan. 23rd through May 22. No grades will be given. Call (916) 286-3800 to register or get more information.

### Characters and Dialogue

Vincent M. Wales, author and publisher of *Wish You Were Here*, will teach a course for The Learning Exchange on March 19. The first in a proposed series of courses called "Fiction Basics," Vincent will teach Characters & Dialogue. Look for more details in the January Learning Exchange catalog or visit [www.learningexchange.com](http://www.learningexchange.com).



## SPA Sponsors Publishing Seminar and Awards Program

By Andrea W. Patterson

April 27 marks two important events for Sacramento Publishers & Authors. This year's annual conference will feature publishing guru Dan Poynter, author of *The Self-Publishing Manual*. After the morning presentation, the annual awards program will honor winners during a celebratory luncheon.

### Seminar

During the morning seminar, you will discover how to write your book faster, produce your book less expensively, and promote your book more effectively. Dan will cover all three sections of "The New Book Model" — writing, producing print and electronic editions, and promoting.

### Writing

He will discuss how to set up and build your book rather than just write

it. Discover how to qualify the project, research on the Internet, organize the project, draft the content, and convert it into a PDF file for printing. Dan will share shortcuts that eliminate many of the traditional steps of creating a book.

### Producing print and electronic editions

Learn tips for typesetting, layout, book design, and producing PDF files. He will also explain print-on-demand (POD) and print-quantity-needed (PQN) printing, which he calls pBooks. In addition, he'll talk about e-books and how to distribute and read them using downloads, CD-ROMs, and handheld readers. Dan will share ways to multipurpose the core information so that you may wring maximum value out of your work.

### Promoting

Find out how to get your books into

bookstores and book clubs, and how to make nontraditional sales such as through catalogs, premiums, fund-raisers, and specialty stores using broadcast, e-mail, radio and TV interviews, autographings, and other promotions. You'll also learn ways to save time and money by making your company Web site-centric. Dan will share how to find the non-bookstore markets that are easier to reach, much more lucrative, and a lot more fun.

### Awards Luncheon

At the awards luncheon, we will honor the winners of our eighth annual book awards. The 30-plus award categories include best cover, best interior, and best book by genre.

More information on the location and costs of these events will be printed in the next newsletter and posted on the Web site.

## Book review

*Make Money Self-Publishing*  
Suzanne P. Thomas

Gemstone House Publishing  
P.O. Box 19948, Boulder, CO 80308  
0-9664691-2-7 \$19.95

*Make Money Self-Publishing* is a compendium of invaluable advice and how-to tips, tricks, and techniques drawn from 14 successful self-published authors who have written and published their own works in the genres of cookbooks, mysteries, travel guides, business, education, and women's fiction.

Aspiring self-publishers will learn how to evaluate the potential of their book concepts, avoid making costly "be-

ginner" mistakes, learn effective and essential marketing ideas, discover profitable places to sell books outside of traditional bookstores, publicize and promote their books on the Internet, calculate how many books need to be published in order to earn a living, balance the hours of work against a potential income figure, decide when and why to publish other authors, and even how to sell publishing rights to a major New York house for additional profits.

*The Midwest Book Review* publishes two monthly book review magazines, *Internet Bookwatch* and *Children's Bookwatch*. Both are available for free on the *Midwest Book Review* Web site at [www.midwestbookreview.com](http://www.midwestbookreview.com).

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Happy  
New Year!

RETURN SERVICE REQUESTED

## Introducing...

Meet SPA's newest members:

- ~ Dottie A. Brewer, Woodland Hills
- ~ Jeanne Duncan, Sacramento
- ~ Lew Osteen, Sacramento
- ~ Dennis Rasmussen, Sacramento
- ~ Gordon S. Reiss, Beverly Hills
- ~ Ken San Vicente, Folsom
- ~ Lily Marlene L. Stephen, Mount Shasta
- ~ Vincent M. Wales, Citrus Heights

## President's corner

By Bob Dreizler

As you can tell from our new logo and masthead, the SPA now stands for Sacramento Publishers & Authors.

Our group has always welcomed authors, printers, editors, and cover designers, but in 2002 the SPA Board will make a concerted effort to expand educational sessions and networking opportunities for all categories of members.

Member meetings and Web site content will reflect this evolution and our commitment to become more inclusive. With our new focus, we hope to attract new members — published as well as aspiring authors. If you know anyone who is interested in coming to a future meeting, please invite him or her to attend.

You can help us grow and change by renewing your membership, completing the enclosed membership form so we can update and confirm directory information, and by telling your writer friends about the new and improved SPA.

As always, your suggestions and participation are welcome. Don't hesitate to call me to share your thoughts.



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## Dues Are Due!

By Jon Sole, Treasurer

Dues for the year 2002 are due as of Jan. 1 and will be considered past due after March 31. (If you joined after Oct. 1, 2001, you need not pay dues again until 2003.) Dues are:

- Students: \$15
- Regular Members: \$40
- Associate Members (Corporate): \$60

Accompanying this newsletter is a membership application form that we ask you to fill out with your updated information. If nothing has changed, simply fill in your name and company name (if applicable) and mark the form as a renewal where provided, and send it along with your check for \$40 to SPA, P.O. Box 161053, Sacramento, CA 95816.

In the past there seems to have been some confusion as to when dues were due and how long they were good for. To clear up any confusion, the board has established a policy that all dues are due

## 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 & Authors and book sales for the speaker.

Contact Speakers Bureau coordinator Dee Linton at [dlinton@ravenwood.com](mailto:dlinton@ravenwood.com) to volunteer to speak at outside organizations or to learn more about the Speakers Bureau.

on the first of each calendar year and past due after March 31. First-time members who join after Oct. 1 are considered to have paid their dues for the remainder of the current calendar year plus all of the following full year.

For example, if you joined on Oct. 5, 2001, your dues are paid until Jan. 1, 2003; if you joined on Sept. 29, 2001, your dues apply only through Dec. 31, 2001, and you will need to pay dues as of Jan. 1, 2002.

We are also in the process of updating the membership directory, so your updated information is important. We anticipate putting the directory on the Internet as a part of our Web site. If you don't want to be listed in that online directory or even the printed one, be sure to let us know on the application form.

I hope this clears up any confusion which may have arisen about dues. Have a prosperous New Year!

## 2001-2002 SPA Board

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## Good news

**Paula Bonnier Anawalt**, Abongold Books, has an exhibit of posters at the Roseville Borders through Jan. 31. The exhibit showcases 14 of the 26 illustrations from her children's book, *The Crystal Palace: A Tale from the Gold Country*.

**Karen Gedig Burnett**, GR Publishing, is moving to Felton. Her husband Henry now works for UC Santa Cruz, so off they go. Their bid was just accepted on a house in Felton. "Boy, the prices are high," Karen said, but the house fits them well. There is even a studio for Karen. Members are all invited to her house warming sometime in the spring.

**Bob Dreizler**, of Rossonya Books and the author of *Tending Your Money Garden*, was interviewed by Bette Vasquez on "California Heartland," KVIE's locally produced TV show. Also, he was interviewed by a *Wall Street Journal* reporter for a column that will appear in January.

**Rob Favole**, Flywheel Publishing, reports that the first chapter of his young adult fiction manuscript, *A Day Redux*, won second prize at the Oct. 27 Focus on Writers Conference. The manuscript is now complete and he has sent it to his editors at Writers Ink. The concept: a high schooler goes back in time one day in order to stop a Columbine-type incident.

**Janice Marschner**, Coleman Ranch Press, has been busy promoting *California 1850 - A Snapshot in Time* and getting started on her next book. It will be about California's various ethnic groups — their characteristics, how they happened to settle in California, and the contributions they have made to our state.

Janice continues to have success sell-

ing *California 1850* one-on-one to attendees at arts and crafts festivals around the area. Attendees often literally thank her for being there. Her appearance on Bette Vasquez' "Central Valley Chronicles" on KVIE spurred some sales, including an order from a museum for a whole box — paid for within three days! — and an invitation to speak to their members next summer.

After 18 months of fighting the bureaucracy and inefficiency of Border's headquarters office, Janice's book will finally be stocked in all Borders throughout the state. Finally, the Sesquicentennial and Beyond catalog promised by the Department of Education for the past year and a half is at the printer, and it includes her book.

**Helene Vorce-Tish** reports that her first novel, *The Wounds of Hate*, was recently published by PublishAmerica. The book was partially based on her teaching experiences at a Sacramento high school. The "wounds" are not physical wounds but from ones from prejudice and hate toward different ethnic and racial groups. She has been busy speaking to teachers' groups and writers' groups.

**Vincent M. Wales**, author and publisher of *Wish You Were Here*, will teach a course for The Learning Exchange on March 19. The first in a proposed series of courses called "Fiction Basics," Vincent will teach Characters & Dialogue. Look for more details in the January Learning Exchange catalog.

**Naida West**, Bridge House Books, enjoyed a Christmas rush on her history novels *Eye of the Bear* and *River of Red Gold*, and has continued to speak to groups interested in California history, which are her best selling venues.

She said, "In the 12 months since the publication of *Eye of the Bear*, it has sold 3,000 copies — not as good as *River of Red Gold*, but good considering that I was deep into editing, typesetting, and production and did little publicity. That will change now. In addition to working on publicity, I am finally getting back to writing — my third history novel in the Red Gold series."

*From Hell to Jackson Hole*, written by Michael L. Johnson and published by Bridge House Books, was listed by the *Kansas City Star* as among the 100 best books published in 2001.

"The *Star* also gave the book a meaty and praiseful review, prompting an avalanche of orders. I am now capitalizing on this publicity, working on ads in selected magazines," Naida said. "The KC Star is one of the few big newspapers that continues to publish substantial book reviews."

Naida's most recent book, *Symon's Daughter* by Don Ian Smith, has nearly sold out. Without any prompting from Naida, Ingram ordered 35 books. She used DeHarts's in Santa Clara to produce 400 print-on-demand (POD) copies in October and plans to print an additional 200. "DeHart's in Santa Clara did a beautiful job," she said.

Although she had not publicized *Symon's Daughter*, she has received "wonderful feedback from people we've never heard of. Some of the credit goes to my outstanding cover designer, Allen Takeshita at Citadel Press. Besides taking my breath away with the cover, he assisted me with map and photo problems."

Naida's new Web site, containing information about all her books and about Bridge House Books, is now online at [www.bridgehousebooks.com](http://www.bridgehousebooks.com).

## Meetings

Visitors are always welcome! There is no charge to attend. Meetings run from 7 to 8:30 p.m., and include a presentation by guest speakers followed by networking and sharing of members' good news.

Meetings are held the fourth Wednesday in the SMUD auditorium at 6201 S Street, Sacramento, off Highway 50 between 59th and 65th streets.

