



The Pen & Press

a publication of
Sacramento Publishers & Authors

Vol. 4, No. 3

Winter 2004



Good news

Tim Herrera - author of *Where the Dust Never Settles* and *I'm Their Dad! Not Their Babysitter!* - will be part of the Sacramento Library Foundation's "Authors on the Move" gala event, Saturday, March 6. Join 30 authors for dancing, dinner, music and book signings. Proceeds benefit the Sacramento Library Foundation. www.timherrera.com

To help honor the 125th anniversary of San Francisco Public Library, Bill Pieper has been invited to speak at the North Beach Branch at 7 p.m. on Wednesday, February 4. His topic will be *Contemporary San Francisco in Fact and Fiction*, which draws on his new novel *Fool Me Once* and the extensive research he did while writing it. Here in Sacramento, Bill and his book will also be featured in the March issue of the neighborhood newspaper *Inside Arden*. www.ebookstand.com/m/billpieper

On January 28th Janice Marschner hosted SPA's first luncheon meeting at a local restaurant in Sacramento. 17 members and two invited guests enjoyed conversation over some delicious Mexican food and then Janice made a presentation about what she has been doing differently following the publication of her second book, and what she'll still do differently when her third book comes out next year. Some wonderful discussions about marketing strategies that have worked and not worked took place throughout the presentation with sharing from everyone. Even the presenter came away with some wonderful new ideas. www.cypress.com

Barbara DesChamps continues to successfully promote *It's In The Bag: The Complete Guide to Lightweight Travel*, with packing demonstrations on Saturday March 13 at Borders Stonestown Galleria (Noon) and Borders San Mateo (4:00 p.m.), and on Sunday March 14 at Borders Sunnyvale (Noon) and Borders San Jose (4:00 p.m.).

SPA Conference - Register Today!

By Andrea Patterson

Writers! Publishers! Take the next step to success of your book, delivering it to the reading public with smart marketing techniques and strategies. Plan now to celebrate spring by attending the 10th Annual Conference and Book Awards event of the Sacramento Publishers & Authors.

Publicity/Marketing Specialist Alice B. Acheson, with wide experience in the literary market place, will be the featured conference speaker at the 10th Annual Awards gala of the Sacramento Publishers & Authors April 17.

The conference is scheduled from 8 a.m. to noon, with the Awards luncheon to follow. Awards in more than 25

categories will be given for outstanding works by independent publishers and authors. A cocktail reception is slated for 7 p.m. April 16.

Mighty Marketing Mantra is the topic of Acheson's address. A successful publicity and marketing specialist, Acheson is a former publicity director at McGraw-Hill, Simon and Schuster, and Crown Publishers. Her efforts have resulted in four simultaneous *New York Times* bestsellers.

This seminar is for all writers, publishers and speakers. "It will answer a key question: why do so many small publishers and/or individual authors get 'taken' by unscrupulous publicists who don't perform after taking the

Continued on page 2

Continued from page 1

money?" Acheson says.

In this information-packed seminar, Acheson will shed light on such topics as the difference between publicity and marketing - Is there one, why is publicity necessary, and what does it typically cost? She will also disclose the most important piece of paper a publisher can provide to the author; explore various marketing media such as book release vs. press release vs. postcard vs. letter; the all important bottom line - major publisher vs. independent publisher. She will also share tips on the marketing direction of the book industry.

At a bonus session, Ruth Gottstein, publisher of more than 30 books, will share her insights about the history of independent publishing, including e-books and books on demand, and how it changed what used to be conventional publishing. At the conclusion of the conference, there will be a drawing for a half-hour consultation with Alice B. Acheson.

Bill Endicott, former deputy managing editor, *Sacramento Bee*, will emcee the Sacramento Publishers & Authors Book Awards luncheon.

Registration forms may be obtained from the SPA website, www.sacpublishers.org.

Notable Quotes . . .

"I can write better than anybody who can write faster, and I can write faster than anybody who can write better."

- A. J. Liebling (1904-1963)

"A lie gets halfway around the world before the truth has a chance to get its pants on."

- Sir Winston Churchill (1874-1965)

"The artist is nothing without the gift, but the gift is nothing without work."

- Emile Zola (1840-1902)

"I find that the harder I work, the more luck I seem to have."

- Thomas Jefferson (1743-1826)

"In the End, we will remember not the words of our enemies, but the silence of our friends."

- Martin Luther King Jr. (1929-1968)

"If you can't get rid of the skeleton in your closet, you'd best teach it to dance."

- George Bernard Shaw (1856-1950)



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

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Promote - Educate - Network

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Spring 2004



A DOCUMENTARY FILM THAT REALLY DELIVERS THE GOODS

By Bill Pieper

SPA Member

Author of *Fool Me Once*

Now available on DVD, the documentary *The Stone Reader* (New Yorker Films, 2001) by Director Mark Moskowitz is a must-see for anyone who has written and published a book or has seriously thought of doing so. In it, Moskowitz chronicles his search for the author of a "lost" novel from 1972, who seemingly disappeared after a brief but spectacular critical success.

The book in question is *The Stones of Summer* by Iowa writer Dow Mossman. After reading a glowing review of it in the Sunday *New York Times*, a much younger Moskowitz bought a copy, read from it fitfully, lost interest, and didn't pick it up again until 25 years later. But that time, in 1998, it completely seized his imagination and struck him as a masterpiece. His old paperback was disintegrating, so off to the bookstore he went for a replacement copy. Hah! Long out of print, forgotten, nothing further ever written by the author, and no trace except library microfilms of the *Times* and other reviews giving the book raves.

Here the real story begins, with Moskowitz determined to learn how a book and writer of such obvious merit could both simply be gone. Patiently and doggedly, with wry humor, he tracks down and interviews the author's original agent, the book's editor, the cover designer, several of the critics who praised it so highly, and finally, former professors and colleagues of the author at the University of Iowa during the late 1960s. No one knows where Mossman is or why *Stones* was his only published work.

Along the way, viewers get a fascinating inside look at the writing life and the publishing industry that is as realistic as it is unvarnished. And yes, Dow Mossman eventually does turn up, with more surprises for Moskowitz and the rest of us. But the happiest ending is that the film's popularity caused *The Stones of Summer* to be republished in 2003, so it is once again available to the reading public.

Those interested can purchase *The Stone Reader* DVD at Barnes & Noble locations or on-line at amazon.com or bn.com. As a rental, it is available through netflix.com. The SPA board also plans to buy a copy to show at a future membership meeting and for loan to our members.

Upcoming SPA Events

Wednesday, June 16, 12 noon - Sunrise Unity Church, 4400 Marconi Avenue, Sacramento

Barbara DesChamps, recipient of the 2004 PMA University Scholarship, will pass on what she learned during the three-day PMA University event held in Chicago June 1-3. Substantial handouts will be included! chateau@ncws.com

July 14, 6 to 9 pm - Naida West's ranch, Rancho Murieta

Enjoy a summer night of networking, socializing, food, and margaritas! west@bridgehousebooks.com

September (day to be arranged) - Sierra II Center for the Arts, Sacramento

Bill Pieper, will host a showing of *The Stone Reader*, with refreshments and conversation after the film.

bp.wcp@att.net

Media Opportunity

by Bill Pieper

At our conference reception, representatives from the Granite Bay View in Western Placer County told me that their paper would like to be made aware whenever new books by Sacramento area authors or publishers are released. They intend to begin printing a weekly log identifying all such books and to pick from that log titles of special interest to their readers for expanded coverage.

Clearly any of us with new titles coming out should take advantage of this. Here is the contact information you need in order to submit your new titles along with publication date, ISBN, topic, website (if any), and where it is available:

Susan Jameson, Associate Editor
Granite Bay View
188 Cirby Way
Roseville, CA 95678
Phone: 916-774-7970
Fax: 916-786-0332
Email: susanj@goldcountrymedia.com

Wisdom for Hire

The SPA Member Consultation Program

If only I'd known...
Covers that curl insolently. Pages that flutter free from their binding. Boxes of books that swell to bursting inside a leaky storage unit.

Shipments delayed until the day after the book signing. Reviewers sniffing that they only consider advance review copies. Bookstores returning nine copies on Monday and ordering five copies on Tuesday.

If I knew then what I know now...

All novice publishers should study the resources listed in our Publishing 101 page (www.sacpublishers.org/benefits/pub101.shtml). But a book can't answer every question, so SPA has compiled a list of experienced members who are willing, for a fee, to discuss your situation in depth.

View the list of members at www.sacpublishers.org/mem_only/members.shtml and make your own contact, or fill out the form at www.sacpublishers.org/benefits/consult_req.htm and we'll refer you to a member who has experience relating to your genre or problem.



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Promote - Educate - Network

Good news

SPA Gold Award winner Esther Franklin reports good newspaper publicity from a speaking engagement in Chico, which was arranged by a long-time friend. She was also well-received at a recent meeting of Sertoma, an organization whose members help deaf and mute children. As a tie-in to her two-volume book, *The Others at Monticello*, Esther was able to discuss books from Thomas Jefferson's library and some letters that he wrote regarding the deaf. "I think it was an example of information we find that doesn't necessarily end up in the book we write but which can be helpful in presentations later."

Chicken Soup for the Fisherman's Soul, by Jack Canfield, Mark Victor Hansen, and SPA members Ken McKowen and Dahlynn McKowen is scheduled for nationwide release on May 18, 2004. The McKowens are having a book signing event, prior to their national tour, on Saturday, May 29, 2004, at Borders Books in Roseville (2030 Douglas Blvd). The event starts at 2 p.m. and will include Ken and Dahlynn, as well as approximately 15 of the book's contributors. www.fishsoul.com

Phil Silver's first children's book, *Boga Bear: Staying Cool*, has been published and released through Trafford Publishing. His second book, *Boga Bear: Beat the Heat*, is at the printer, and Phil hopes for an early June release. A third book, tentatively titled *Andy the Bee*, is completed and is expected to be ready for release by early next year. Phil says, "It started out to be another short book like the first two, but it took on a life of its own and grew into a really cool chapter book with lots of good messages for children." All three books are illustrated by Don Ratkowsky.

Naida West at Bridge House Books reports that her history novel, *River of Red Gold*, is a required text once again in a Pennsylvania college in Advanced English Composition, Novel Writing. They order 50 books each time - the functional equivalent of a rave book review from an English professor she has never met. She also continues speaking to groups, touring her ranch with book clubs, and conducting historical workshops for educators. Naida also reports that her third history novel in the trilogy, *Rest for the Wicked*, will be issued in Spring, 2005. She is actively writing most days, and that's the work she enjoys most. In 2005 Naida will be on a national PBS TV special called *The Head of Joaquin Murieta*. Over a year ago she was interviewed, then sat for a video interview filmed by a team from New York. The producer promised to include the subtitle: *Naida West, author of River of Red Gold*. Watch your PBS schedules.

www.bridgehousebooks.com

Ben Gay III just got back from a ten-day speaking and book signing tour of Arizona and southern California. He reports that he sold "a ton of books, signing most of them, or so it seemed." Ben also observed a marked change in customer tastes. "The audio cassette tape and VHS businesses are all but gone," he comments. "Of all the hundreds of orders we took for our complete set of books/audios/videos/newsletters, all but one wanted CDs and DVDs! And to think, when I started out in this business 39 years ago, we were selling my recorded material on 78 RPM records!" www.bfg3.com



Publishing & Writing Events of General Interest

May - October, 2004

SPA Board Member Vincent M. Wales teaches fiction writing classes at the Learning Exchange.
www.vincentmwales.com

June 1-3, 2004

Publishers Marketing Association's PMA University, Chicago.
www.pma-online.org

June 3-6, 2004

BookExpo America, Chicago.

- Former president Bill Clinton will give the keynote address Thursday, June 3.
- Experience the entire scope of international book publishing - more than 2,000 exhibits, 500 authors, over 100 conference sessions - all in one place, all at one time.
www.bookexpoamerica.com

July 3, 2004

The American Authors Association (AAA) is sponsoring a book fair at Florin Mall in Sacramento, July 3, 2004. AAA requires each author donate one book to the local school district library. (They will be collected on the day of the event at the mall.) The registration fee is \$10. The deadline for registration is June 1, and space is limited.
www.lzangel.com

September 12, 2004

Central Coast Book and Author Festival. The deadline for a booth reservation is August 1.
www.ccbookfest.org

October 22-24, 2004

The Small Publishers Marketing Conference hosted by SPAN (Small Publishers Association of North America) teaches authors and publishers how to increase book sales, generate greater profitability, and boost their professional standing. The conference will be filled with intensive sessions to get publishers' promotional activities focused, well-planned, and aimed for success.
www.spanet.org

New Editor for *The Pen & Press* Needed!

by Barbara Wallace

It has been my privilege to serve as editor of the *Pen & Press* during 2003 and 2004. Working with the helpful and professional members of the SPA Board has been one of the most educational and exciting opportunities in recent memory. I thank all of them, and SPA's membership at large, for this chance to stretch my skills.

Having accepted a new Board position, Awards Chief Judge for 2005, I must step down from editing *The Pen & Press*. The next issue, scheduled for release in August, will be the last issue I can do.

I urge you to step forward and volunteer for this role!

It is one of the easiest Board positions, requiring only 20-25 hours per quarter (or maybe less, if you're faster than I). The ideal person for this task would have:

- Knowledge of a layout program such as PageMaker
- Enthusiasm
- A few hours per quarter

If you are SPA's next newsletter editor, please e-mail me right away at barbara@libriseservices.com.

Thank you!

Videotapes of the 2004 Conference featuring Alice Acheson are available!

Only \$25 plus \$3 shipping and handling!

Use the order form at the SPA website:

<http://www.sacpublishers.org/benefits/VideoOrderForm.pdf>



The Pen & Press

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Fall 2004



President's corner

A New Era For SPA

By Tom Watson, President

For those who do not know me, my name is Tom Watson. I am known in the traditional publishing industry as Children's Author T.E Watson, and now I am honored to carry the moniker of President of Sacramento Publishers and Authors.

SPA has begun a new era for itself - an era that helps motivate and bring forth an enthusiasm for the betterment of the Independent Publisher and for the Writer/Author whose only desire is to be published in the most powerful and up-and-coming aspect of the publishing industry in the last 20 years.

The traditional publishing cousins have now begun to sit up and take notice of the indies that have had the courage to be renegades. To make the big guns in New York City pay attention and realize those of us who do publish independently are an actual, real, and worthy force that will no longer be told we are a taboo to the industry. No longer will we be considered the illegitimate child of the industry.

We are here now and will be around for long to come. And with that, you are all welcome to come with me in making this an organization that is innovative, energetic, and whose wish is to help make reading and writing a priority in the world. Without one there cannot be the other. It is time for quality, and SPA can be a leader toward this goal.

Throughout my 30 years in the industry I have only found a handful of associations that can carry this desire to be published in the most perfect of ways. Please join me in

helping those who wish to be a part of this new era for Sacramento Publishers and Authors.

Together we can bring SPA to its highest point ever. It can only be done with your help and the encouragement of each other.

There are many of you who have experience and knowledge that are the assets of the group. Please extend the hand of cooperation to those who have the questions and help them begin their journey.

So for those who have questions about the publishing industry I am extending this invitation... For questions please email me directly at tewatsononline.com.

I am not kidding - I want to hear from every one of you. Knowledge is free... Work costs!

I wish you all the best.

Tom Watson FSA SCOT



SPA will sponsor a free showing of the widely praised documentary film *The Stone Reader* on Sunday, September 12, 4 pm to 6 pm, upstairs in Room 13 of the Sierra 2 Cultural Center, 2791 24th Street (about five blocks south of Broadway) in Sacramento. The event coordinator is Bill Pieper, and anyone who wants an inside look at the worlds of writing and publishing in the US over the past thirty years should plan to attend.

Good news

Author Tim Herrera announces that his third collection of humorous family stories is in production. *From Wedgies to Feeding Frenzies: A Semi-Survival Guide for Parents of Teens* (iUniverse Books/\$12.95) should be available in September. Tim is a member of Authors for Charity and he has pledged a portion of the proceeds from this book to benefit his favorite charity, the Elk Grove Community Food Bank Services. The program supports a food bank, a clothes closet, and a community garden and serves approximately 1,500-2,000 people each month in his community.

www.timherrera.com

Alton Pryor reports that he has just received an order for three of his titles from Sam's Club, which he has been trying to crack for three years. "It is not a big, big order, but it is satisfying," he says.

www.stagecoachpublishing.com

Vincent Wales reports continued success with his fiction writing classes at the Learning Exchange. He has also received 5 endorsement blurbs for his forthcoming novel, which he expects to be at the printer in about 8 weeks. The endorsements and his class schedule are both posted on his website.

www.vincentmwales.com

New member Rhony Bhopla of Shilus Publications has a book back from press.

www.shilus.com

Linda Marchus reports that her new children's book, *LShy Sherman*, was reviewed by Midwest Book review. She is pleased that the review was located right under the review for Jay Leno's picture book.

www.weereadpublishing.com

**Sacramento Publishers and Authors is changing its name to Northern California Publishers and Authors!
Watch for changes to our logo, website, and newsletter over the coming weeks!**



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Promote - Educate - Network

Board Opportunities Abound!

By Barbara Wallace

Serving on the SPA/NCPA Board is both a pleasure and a responsibility. Those who serve on the Board not only help this organization continue to thrive, they also receive numous benefits in return. When you step forward to assist in one of the key Board positions, you will:

- ◆ Make contacts that can lead to sales
- ◆ Develop, or refresh, skills that will help you in your business
- ◆ Influence organizational policies to enhance the value of our meetings and events, for yourself as well as everyone else
- ◆ Make friends
- ◆ Have an excuse to go out to lunch
- ◆ Reduce the number of nagging appeals for someone to please take a Board position

The following positions are currently open, or will be soon:

Newsletter Editor: This is one of the easiest Board positions. You just collect articles from members, format them into a newsletter, and send it to the Webmaster. It offers you the opportunity to publicize yourself by writing articles.

2005 Awards Chief Judge Trainee: This is also easy. You meet with the 2005 Awards Chief Judge a few times, read a lot of books, get a free dinner, and learn what to do when you are . . .

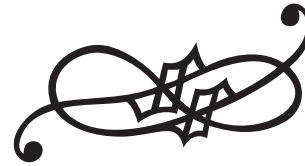
2006 Awards Chief Judge: This is a fine opportunity to expose yourself to the variety of products submitted for awards. Once you have done this, you will have a very clear idea what sorts of features will help your books win in 2007!


Speakers Bureau Coordinator: No cold calls! Groups come to you seeking a speaker, and you refer them to one of the members of the Speakers Bureau. There are plenty

of speakers waiting to speak, and all you have to do is send them the contact information for the group seeking a speaker.

Publicity Chair: Wondering why you're not seeing articles in the local press about SPA/NCPA, independent publishing, and your book? This position has been vacant for over a year! Please step forward and take this position. Our motto is Promote - Educate - Network! Let's get this position filled so your membership fee pays for itself in publicity and sales.

Please contact our President, Tom Watson at tew@tewatsononline.com, or any Board member whose position you'd like more information about, if you are even remotely curious about any of these exciting opportunities!






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BBC, Chief Operating Officer
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(530) 876-8986 • www.bookbuilders.net



Calendar

September 12, 2004

The Stone Reader, a widely praised documentary film about the world of publishing, will be shown at the Sierra 2 Cultural Center, 2791 24th Street, Sacramento. Hosted by Bill Pieper. www.sacpublishers.org

September 23, 2004

Selling Books for Fun and Profit: How to Get the Agent You Need, San Francisco, California. In conjunction with the Women's National Book Association, The American Society of Journalists and Authors presents a panel of six Bay-Area agents to tell you how to get one and how to get your book published. www.ajsa.org

October 1-3, 2004

The California Trade Show, hosted by the Northern California Independent Booksellers Association. Oakland Convention Center/Oakland City Center Marriott, Oakland, California. www.nciba.com

October 6 - October 10, 2004

Frankfurt Book Fair, Frankfurt, Germany. This is the largest international bookfair in the world, filling nine buildings with acquisition agents and publishers from around the world, who are there with one goal — the licensing of international rights. Publishers Marketing Association (PMA) will represent members' titles. www.pma-online.org

October 22-24, 2004

The Small Publishers Marketing Conference hosted by SPAN (Small Publishers Association of North America) teaches authors and publishers how to increase book sales, generate greater profitability, and boost their professional standing. The conference will be filled with intensive sessions to get publishers' promotional activities focused, well-planned, and aimed for success. www.spannet.org

October 30, 2004

Sacramento Publishers & Authors/Northern California Publishers & Authors, will present a Childrens Writers & Publishers Seminar. McMillan Center, Fair Oaks Park, 8020 Temple Drive, Fair Oaks. 11:30 am to 2:00 pm. See flyer and registration form in this newsletter, or visit www.sacpublishers.org

Index Tips

By Barbara Wallace

Almost all nonfiction, and even some fiction, needs an index. An index helps libraries and bookstore shoppers to decide whether to buy your book. It helps reviewers decide whether to review your book and influences their opinion of it. It makes the book more useful to readers.

The following tips are excerpted from my new informational booklet, *The Index - 40 Tips for Publishers*:

- ◆ Plan and budget from the beginning to use a freelance indexer. Most publishing companies don't publish enough books to employ a full-time in-house indexer.
- ◆ Have the book properly edited. A well-edited manuscript is much easier to index, and will save everyone time, money, and aggravation.
- ◆ Develop a written style sheet. This will save time for you, your indexer, and any other freelancers you use, because fewer questions and explanations will be needed.
- ◆ Have your index style sheet reviewed (or written) by an editor who is familiar with indexing. That way you can confirm that it is clear and understandable and will cover most questions that may occur to an indexer.
- ◆ Ask your colleagues for recommendations of indexers who have performed well for them in the past. If the same indexer is recommended by more than one publisher, it is a safe bet that the indexer will be competent.
- ◆ Allow the indexer to see the manuscript, or a portion of it, before giving you a firm quote. The cost will depend on the complexity of the text and many other factors.
- ◆ Wait until the pagination is finalized before giving the manuscript to the indexer. Most indexers charge additional fees if changes to the manuscript are made after the indexer has begun working.

The Index - 40 Tips for Publishers is available in downloadable e-booklet format at www.tipsbooklets.com. Hard copies will be available soon!