
The Pen & Press

Volume 6, No. 6

February 2006 – April 2006



In This Issue:

Letter from the President
Reminder
Upcoming Meeting Dates
Welcome New Members
Highlights of the NCIBA Trade Show
Article: 31 Things to Do for Small Press Month
Ten Reasons to Send a Press Release
Local Media Contacts
Article: Promote Your Book with Articles
Upcoming Events
News & Announcements

Letter from the President

I hope everyone had a wonderful holiday season. May the New Year bring success in your various projects.

One of these projects, I hope, will be volunteering in some way to NCPA. Many hands make light work; a little help here, a little help there, and the job's done. Volunteering is a great way to meet other members, and it's a lot easier to ask someone you know what they think about a certain printer or who they have edit their books.

You can help now with the Awards Gala. You don't have to work on the whole thing, just one task. Barbara DesChamps has offered to arrange the location. These tasks are begging for *your* attention:

* ordering awards plaques or certificates and "award winner" book stickers

- * developing a schedule of events for the Gala
- * selecting and inviting a guest speaker
- * selecting an event emcee
- * writing a script for the emcee
- * designing an event program
- * arranging decorations for the Gala
- * other tasks that you think will round out the 12th Annual Awards Gala

Call me at 456-0625 or e-mail me at skw@williamswriting.com for more information.

-Sandra Williams

Reminder

NCPA membership fees are due!

Members who joined after Oct. 1, 2005, don't need to pay until January 2007. Members who have taken advantage of the three-year discounted membership of \$99 need to check their payment dates or contact the membership chair, Phil Silver, to find out their due date.

Fees are:

- ✓ Standard (Publisher and/or Author): \$40 per year or \$99 for 3 years
- ✓ Associate (Corporate): \$60 per year
- ✓ Student: \$15 per year

http://www.norcalpa.org/benefits/NCPA_membership_form.pdf

Upcoming Meetings

- ✓ February 11th
- ✓ March 11th
- ✓ April 8th

Welcome New Members!

- * Tanya Chalupa, author and publicist
- * Dean Garrison, Leading Edge Press
- * Jerri Rudloff, Delta Marin Publishers
- * Tim Teeter, Delta Valley Press
- * Virginia (Ginny) E. Hansen
- * Lowell Streiker
- * Barbara Link

Article

Thirty-One Things to Do for Small Press Month (March)

Compliments of PMA

1. Contact your local bookstore or library and suggest they put together a special display for National Small Press Month. You can obtain posters from: Small Press Month Coordinator at PMA, the Independent Book Publishers Association, 627 Aviation Way, Manhattan Beach, CA 90266, Phone 310/372-2732.
2. Suggest that your local bookstore offer a discount off Small Press titles this month. Offer a special discount on all of your titles.
3. Hold a seminar on "How to Get Published" or on a subject related to your books. You might wish to cooperate with other small presses in your area to get this event off to a roaring start. You might wish to charge a nominal fee for the seminar.
4. Contact the book review editor at your daily newspaper about any events that you plan. Also speak to the features editor. The business editor is always interested in a successful publishing story.
5. Send PMA, the Independent Book Publishers Association a list of participating bookstores and libraries. PMA can send them publicity and display material.
6. Be sure to inform PMA and the Small Press Center about any activities you have planned for Small Press Month. That way, PMA can include your plans in its national database and mention them when contacting the media.
7. Get in touch with weekly papers in your area about events and submit the information to the listings editor.
8. Approach an interviewer at a local radio station about airing a segment regarding the problems and rewards of running a small press, or set one up for an author.
9. Make arrangements with any local non-bookstore outlet that is appropriate for any of your books. For example, if you publish cookbooks a grocery store might display them up near the check-out for Small Press Month, particularly with a special discount as an incentive.
10. Try for an interview at your local daily paper or the weekly paper, remember that the media is always pleased to find that there are successful publishers and writers in the neighborhood. So pitch not only yourself, but also your colleagues.
11. If you have a personable, articulate author who is available to speak in his or her area, try setting up interviews with local television or radio stations.

12. Schedule an interview for yourself at your local television station for National Small Press Month. Be sure to offer visuals if available. Footage of an author doing exciting research in a jungle, a sports book author on the ski slopes, for instance, would be helpful to getting TV time. Focus on the unique angles of your books and authors.
13. Band together with other small presses and compile a display of titles in a subject area. Offer your library the ready-made exhibit of locally published books in the areas you choose.
14. Find a college or university that would be receptive to a roundtable discussion on a topic like "What is a Free Press" or "The First Amendment and the Mass Media."
15. A talk to elementary, junior high, or high school students about how to become an author could be a highlight of school programs during the month.
16. Use excerpts from a current or upcoming book on your website. Remember that an entire excerpt, a whole recipe, for example, is more productive than a tantalizing tidbit.
17. Arrange readings and signings from your list to be held during National Small Press Month at your local bookstore and library.
18. Plan a group reading or event with other local independent presses and make a night out of it.
19. Take National Small Press Month posters to your local bookstore or library and be sure that they are displayed and distributed.
20. Join with other small presses and take out a co-op ad in your local newspaper.
21. Be sure that every club or local organization to which you belong displays a poster about National Small Press Month and has your catalogue available as a handout for Small Press Month.
22. Keep your alumni magazine up to date about you and your small press.
23. Host a wine-a-cheese party in your office for the press, booksellers and other friends of your publishing house. Celebrate National Small Press Month!
24. Gather together all your press cuttings and document the successes of National Small Press Month and please send to Karin Taylor for use next year. Send to the Small Press Center, 20 West 44th Street, New York, NY 10036.

25. Link to the Small Press Month website from your own: www.smallpressmonth.org

26. Send out e-mails to your customer mailing list announcing the approach of National Small Press Month, and the events you have planned. A weekly digest of news would be an effective way to keep the momentum going throughout March.

27. Contact other small and independent arts organizations in your area- record labels, theaters, and art galleries, for example- and link to each other's websites, promote each other's events, and support the independent arts community!

28. Run a contest through your e-mail newsletter, asking for ten titles of famous independently published books.

29. Contact other independent publishers and set up a small book fair during the month at a local college or community center.

30. Evaluate author's pitches. Offer to set up a program at a bookstore or library where authors, on the understanding you are there to give general advice, can make a five minute pitch to you about their manuscript.

31. Look over the previous 30 suggested ideas and let us know which ones provided the most response.

Did You Know?

NCPA has a speaker's bureau. Make sure your listing is updated and tell your peers where to find talented speakers!

<http://www.norcalpa.org/speakers/speakers.shtml>

Ten Reasons to Send a Press Release

- ✓ New book release
- ✓ Award other recognition received
- ✓ Fund raising event
- ✓ Results of fund raiser
- ✓ Free classes or demonstrations
- ✓ Tie-in with upcoming holiday
- ✓ Tie-in with anniversary
- ✓ Results of survey you have taken
- ✓ Special event announcement
- ✓ TV show appearance

Local Media Outlets:

- ✓ The Sacramento Bee: www.sacramentobee.com
- ✓ Fox 40 News: <http://www.tribune.com>
- ✓ Sacramento News & Review (e-mail): sactonewstips@newsreview.com
- ✓ Carmichael Times (e-mail): editor@carmichaeltimes.com
- ✓ Capital Radio (e-mail): news@capradio.org
- ✓ KDVS Davis College Radio (e-mail): news@kdvs.org
- ✓ KFBK (e-mail): kfbknews@clearchannel.com
- ✓ KVMR: <http://www.kvmr.org/>
- ✓ The Zone Radio (e-mail): marshallp@radiozone.com
- ✓ The End Radio: <http://www.endonline.com/contact/>
- ✓ 98 Rock: <http://krxq.net/station/>
- ✓ V101.1: <http://www.v1011fm.com/pages/programming.html>
- ✓ News 10 Good Morning: goodmorning@news10.net
- ✓ KCRA 3: <http://www.thekcrachannel.com/news/>
- ✓ Good Evening Sacramento-UPN (e-mail): goodevening@upn31.com
- ✓ Senior Spectrum: www.senior-spectrum.com
- ✓ Sacramento Magazine: www.sacmag.com

*Note—if there is a community newspaper in the city where you live, be sure to get in touch with the editor! Local papers love to feature stories of nearby residents.

Article

Promote Your Book with Articles

By Stephanie Chandler

Publishing articles in newspapers and magazines can be an excellent way to attract a new audience of book buyers. Many publications will allow you to include a brief author bio along with your website link. Even though you may not be directly promoting your book in your article, readers will visit your site or investigate your book if they like what you have to say.

Every author can find topics for articles. For example, if your book is about finding the right career, you could write articles about job hunting, effective interview skills, negotiating salaries, and dressing for success. An author of a fiction novel could write articles related to the location where the novel takes place, publish short stories or solicit the printing of excerpts. A children's book author could write short stories about characters from his book or even publish handy how-to articles for parents.

Trade magazines and neighborhood newspapers are an excellent place to start since they are often in need of writers. Consumer magazines can also be a source for your articles, although the popular magazines that you find on the

checkout stands of grocery stores are the most difficult to break in to. It is best to start with smaller or regional publications.

To get started, study magazine and newspaper articles and learn how to craft an article with a flair that fits the publication you are targeting. Locate contact information for the editor in the publication masthead or website. Many websites offer writer's guidelines where the editor will indicate whether she accepts submissions via e-mail or postal mail and what kinds of articles the publication accepts.

One great source for editorial contacts is an annual book called "Writer's Market" by Kathryn S. Brogan and Robert Lee Brewer. This hefty volume lists hundreds of publications, their rules for submission, and who to contact. You can also subscribe to the online edition of Writer's Market for a nominal fee: www.writersmarket.com.

Contacting Editors

Many editors expect to be approached with a query letter. If you want to write for a publication that requires queries first, use the following guidelines to craft your pitch:

- *Use letterhead if you have it.
- *Make sure it is a professional business letter and include your contact information.
- *Address the letter to a specific person. Avoid "Dear Editor" as most find it offensive.
- *Open with a description of the subject and explain why it is important. Be concise and give enough detail to make it convincing, without being too wordy.
- *Explain your credentials.
- *Close with a polite salutation.
- *Most queries should be kept to one page.
- *If you have written articles for other publications, include 2 or 3 photocopies with your submission. In the publishing world, these are called "clips".

Here is a sample letter:

Dear Ms. Jones,

When job hunting, many women need help with writing an effective resume. There are key elements in writing a resume that many forget to employ. A resume should be:

- *Chronological.*
- *Written without spelling or punctuation errors.*

**Tailored to the position for which the person is applying.*

**Proofread by several people.*

I am a professional career coach and the author of "Find a Career That's Right for You." I would like to submit for your consideration a 1000-word article called "Resumes that Rock." I hope you will agree that the readers of Women in the Workforce magazine will find this article useful.

Thank you for your time. I look forward to hearing from you.

*Best regards,
Edna Entrepreneur*

Be sure to add a short author bio at the end of every article you submit. Most magazines that offer a byline will allow only one or two sentences about the author. Your bio should look something like this:

"Edna Entrepreneur is a career coach in Dayton, Ohio and the author of "Find a Career That's Right for You." Visit her website at www.xxxxx.com."

An added benefit of publishing articles is that many magazines and newspapers will also pay you for your submissions. Pay scales can range from \$.10 per word to over \$1.00 per word depending on the distribution size of the publication. Keep in mind that your main goal is to promote your book, so any payment offered can be considered a bonus (unless you are pursuing a career as a professional freelancer).

Additional Publishing Opportunities

Not all publications require a query first. Many smaller publications accept article submissions on speculation and can easily be submitted via e-mail. Use the following format to submit your articles:

*Resumes That Rock
By Edna Entrepreneur
Word count: 975*

<insert article body>

<insert author bio>

**This article may be reprinted provided the author bio is included. Thank you very much for your consideration.*

*Edna Entrepreneur
<insert contact information>*

Don't overlook websites that accept article submissions. Many websites operate on a limited budget and appreciate articles written by authors. You can submit your articles for consideration or offer to swap articles with website owners and co-promote each other.

There are also numerous content sites that allow you to post articles that others can reprint in their e-zines. Check out the following websites:

- ✓ www.ideamarketers.com
- ✓ www.ezinearticles.com
- ✓ www.articlecity.com
- ✓ www.amazines.com

Whether you write for print or online publications, you can expect your efforts to generate website traffic and new book sales. And the more articles you publish, the more your traffic and fan base will grow. You will also find that the quality of your articles will improve the more you write, so keep at it. This is an excellent opportunity for every author to gain exposure and market books.

Additional Resources

If you are interested in learning more about freelance writing, visit these websites:

- ✓ www.fundsforwriters.com
- ✓ www.writersweekly.com
- ✓ www.businessinfo guide.com/freelance.htm

About the Author:

Stephanie Chandler is the author of *"The Business Startup Checklist and Planning Guide: Seize Your Entrepreneurial Dreams!"* and founder of <http://www.BusinessInfoGuide.com>, a directory of resources for entrepreneurs. Chandler has published hundreds of articles in a variety of publications. (*Always include your bio with your articles!)

Did You Know?

The NCPA membership directory is available online. In addition to authors and publishers, our membership roster includes talented individuals who provide a wide variety of publishing-related services!

<http://www.norcalpa.org/directory/directory.shtml>

Upcoming Events

Book signing: Monday, **January 30th** at 6 p.m.
Borders Books, 2339 Fair Oaks Blvd, Sacramento, CA
95825
916-564-0168



River Through Time by BB Hill
Aventine Press, June 2005
Trade paperback, 276 pages
ISBN: 1593302916

Sunny Lyon fights to save her Honolulu hospital from a corporate take over bent on eliminating a unique blend of island medicine and modern technology. One hot afternoon, she sees a vision of ancient Hawai'i that propels her into clashes with powerful adversaries, painful loss, and discovery of true healing. You can read the first chapter online by visiting www.riverthroughtime.com

I'll be reading and inviting comments and questions for about an hour. Then at 7 p.m., Mihana, a lovely singer from O'ahu, will be performing selections from her new CD. We'll be signing the books and CDs afterwards. It promises to be an entertaining evening. Be sure to come early for a good seat. It might be standing room only!

Aloha,
BB Hill

* * * * *

Michael Bremer will be teaching classes this semester at Sierra College:
Get Published! What Every Author Needs to Know
Wed. **Feb. 8**, 6:30-9:30 pm, Rocklin Campus, Room M-2

This eye-opening seminar reveals what every author needs to know about the publishing business. You'll learn what traditional publishers want, how to approach them, and how to avoid the four mistakes that lead to rejection. You'll also learn the advantages and disadvantages of print on demand and self-publishing. Come to this class, find your publishing path and get published!

Finish the Darn Book! (or screenplay or poem or ...)

Sat **March 4**, 1-4pm, Nevada County Campus, Room S-100

Whether you write novels, screenplays, poetry, songs or non-fiction, finishing is always difficult. Do you have a project that just won't end? In this participatory workshop/lecture, you'll learn the tools and techniques that professional writers use to meet deadlines. Plus: the 30-second cure for writer's block! Bring your project with you and be prepared to share your roadblocks and successes.

For more details on any of these classes, email michael@untechnicalpress.com.
For registration and school information, see www.sccommed.org or call Sierra
College at 916 781-0590

* * * * *

Barbara DesChamps is also teaching classes at Sierra College this Spring:
Your Custom Travel Wardrobe

Traveling for business, vacation or school or just want clothing that works for you? Learn to build an easy-care, multi-season travel wardrobe and choose items for various trips. Stay comfortable by packing light and taking climate-appropriate clothing. Be stylish with the right clothing for each destination and occasion. Get individual attention in choosing your best colors and implementing your custom wardrobe plan. You will also pick up many tips on saving space, weight and money when you travel.

Course fee \$39 and materials fee of \$12 at class for required Workbook.

Barbara DesChamps has traveled overseas in style and comfort since 1971 and is the author of *It's In The Bag: The Complete Guide to Lightweight Travel*.

Saturday, **March 25** from 2-5 at Rocklin Campus
Saturday, **April 1** from 2-5 at Nevada County Campus
Sign up online at www.sccommed.org or call 916-781-0590

* * * * *

BAIPA is offering NCPA members a discount on registration for the **Bay Area Independent Publishers Association March seminar**. NCPA members are entitled to the BAIPA member fee on registration.

Date: **March 11, 2006**
Time: 8:00 am to 5:00 pm
Location: San Anselmo's SF Theological Seminary
Price: \$89 (Members, preregistration; \$99 after Feb. 26) \$105 (Non-members, preregistration; \$115 after Feb. 26) \$50 Manuscript
Consultation Price includes continental breakfast, lunch, beverages, break snack, and a six- month membership in BAIPA, including SPEX, our monthly newsletter, a \$25 value.
A registration form plus more info is on our web site,
<http://www.baipa.net/2006seminar.pdf>

* * * * *

Tim Teeter, author of **Swinging Bridges**, has announced his preliminary event calendar for 2006.

- March 11 - Ventura Book Festival - Ventura, California
- April 28 - Reading and Discussion Algona Library - Algona, Iowa
- June 2 - Reading and Discussion Osage Library - Osage, Iowa
- June 3 - Swinging Bridge Festival - Charles City, Iowa
- July 29 - North Iowa Fair - Mason City, Iowa

Additional dates and events will be added through out the year. Tim is additionally the instructor of two adult learning classes in Fairfield, California. Check www.timteeter.com for updates and announcements.

* * * * *

February 17th – 19th: The Third Annual **San Francisco Writer's Conference** will take place at the InterContinental Mark Hopkins Hotel. Dozens of speakers are scheduled to attend, along with "Speed Dating with Agents" and a chance to meet a variety of publishing industry professionals. Visit <http://www.sfwriters.org/> for details.

**Editor's note: I attended this conference last year and thought it was fantastic! There were lots of great breakout sessions and networking opportunities.*

* * * * *

March 18, 2006: The Fourth Annual **Authors on the Move dinner** will be held at the Sacramento Hyatt Hotel beginning at 5:00. Cost \$175.00 per person. Keynote: Mystery Authors Marcia Muller and Bill Panzoni, they will be joined by 37 other authors of all genres as they great 350 literary lovers for dinner. For more information contact Pat Canterbury at patmyst@aol.com

* * * * *

August 18-20, 2006: The Second annual **CSUS Summer Writers' Conference**, Keynote speaker John Lescroart. Workshops are still being finalized but there should be something for everyone from beginner to advanced in multiple disciplines. For more information contact Pat Canterbury at patmyst@aol.com

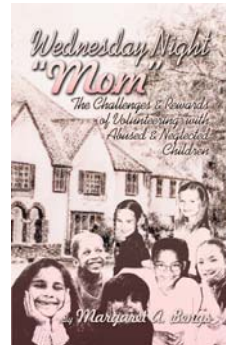


Other News, Announcements, and Comments

Your editor invites submissions for this section of *The Pen & Press*. Short items of interest to writers, editors, and publishers are welcome here.

New Book:

WEDNESDAY NIGHT "MOM" -- The Challenges & Rewards of Volunteering with Abused & Neglected Children by Margaret A. Bengs (Publish America, ISBN 1-4241-0844-6, \$19.95), to be officially released on February 20, 2006, is now available online from amazon.com, barnesandnoble.com, borders.com and other online sources. The book takes the reader into the Sacramento Children's Home, founded as an orphanage, but which today serves children whose parents abused them so severely that they developed emotional problems. This true tale about the "throwaway kids," as they see themselves, reveals the damage inflicted on the most innocent and their heroic efforts to cope and survive. Yet, it is also a story of hope and transformation -- a call to befriend a suffering child and reap rich rewards of heart and spirit. It is designed to raise awareness about abused children, inspire more people to volunteer their time with these children and raise funds (author proceeds will be donated to the Sacramento Children's Home).



As managing editor and writer for the California Attorney General's Crime and Violence Prevention Center and frequent op-ed contributor to major state and national publications, Ms. Bengs has written extensively on the impact of child abuse and neglect. She has volunteered with abused and neglected children for more than a decade.

"A valuable tool for volunteers at any residential care facility, this book shows the unique challenges, but also the unparalleled rewards, of committing time to an abused or neglected child." Roy Alexander, LCSW, Chief Executive Officer, Sacramento Children's Home.

For additional information, visit www.margaretbengs.com.

New Book:

Nobody's Fault (BalonaBooks, February 2006), by Jonathan Pearce is newest on the new company's now four-volume roster. The story is historical fiction aimed at middle school readers, wherein a 12-year-old interviews a 105-year-old survivor of the San Francisco earthquake and fire of 1906. Reviewed in *School Library Journal* (Feb 06). Visit <http://www.balona.com/> for details.



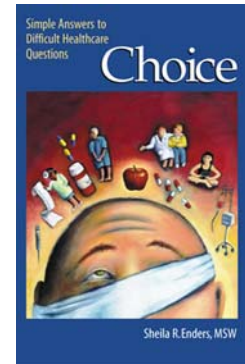
New Book:

Simple Answers to Healthcare Questions - Choice

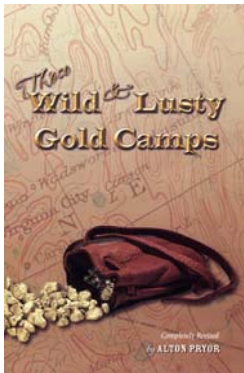
Sheila R. Enders, MSW

www.autumnindigobooks.com

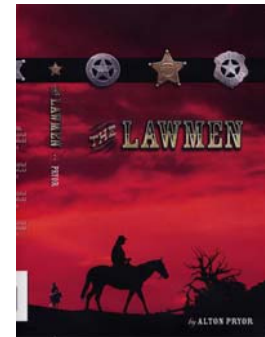
An easy-to-read and understand reference book, with descriptive graphics to help each of us manage preventive and chronic care decisions; facilitate sensitive discussions and establish clear communication among patients, family members and physicians; and make informed decisions about advance healthcare planning, and palliative, hospice and end-of-life care. Included is a sample advance care directive.



New Book:



I keep saying each book will be my last, but they sort of keep coming on their own velocity. I now have three books, all written by me, at the printers as we speak. They are: ***The Lawmen, Those Wild and Lusty Golds Camps*** (a complete revise) and a brand new one finished today, ***The Bawdy House Girls***, a look at the bordellos of the old west. I have to say they're coming out faster than I really like to pay for them, but who knows, they might be successful. ***The***



Bawdy House Girls makes book number 15 for me, and they're all in print. The Best in Western History at www.stagecoachpublishing.com

New Book:

My new book, ***Cajun Snuff***, a mystery that takes place in bayou country, is now released. The novel features a gay FBI agent, and his fellow hero is a wonderful big black woman. I wanted to write a novel that features heroes that have been left out of most popular culture and art. Everyone deserves to have someone to admire that looks like them. It's written from a progressive world view and for a much wider audience than the gay community. To me its strengths are character development and story line.



"Loner. Free spirit. Rebel. Not words normally associated with an agent of the ultra-conservative FBI Counterterrorism Division. When the mutilated body of a black U. S. Congressman and Christian minister was found in the steamy bayous

of southwestern Louisiana, Special Agent Adam Stephen, had the perfect qualities needed to be the lead investigator.

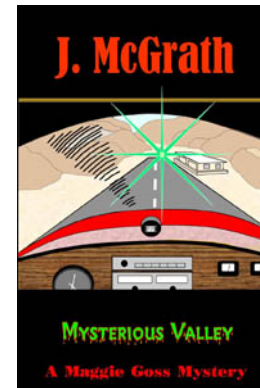
Adam discovers that the Congressman may have appeared respectable, but finds muddy surprises and vicious enemies instead. From a New Orleans Garden District widow to a bizarre Neo-Nazi group, the suspect list reads like a recipe for a spicy bowl of swamp snake gumbo, and Adam appears to be the next ingredient."

-Randy Haynes

<http://www.publishamerica.com/bookstore/>

New Book

Mysterious Valley. This is the second novel in the *Maggie Goss Mystery* series by J. McGrath, and like the first one, *Murder at Sunset*, it is a mystery-thriller. Early readers of this manuscript have described it as "riveting," "compelling" and "exciting," which they followed with comments such as: "I couldn't put it down." and "... (it) kept me turning the pages."



Maggie and her friend and traveling companion Helen decided to spend a few months in San Francisco, California, to help get their minds off the terrible ordeal they had just gone through in Belhaven, Mississippi. Because of the unexpected high cost of living in San Francisco, they ended up in Davis, California.

In Davis they rented a house and set about involving themselves with whatever activity they could find that kept their minds occupied, which for Maggie was to indulge a long suppressed desire to learn to fly. It was during these lessons that she encountered the anomalous green light beam at a small private airport named *Mysterious Valley*. She later enlisted the help of Dr. Charles C. "Chuck" Hoppmann who confirmed that it was a laser she had encountered. Her curiosity was immediately captivated, she had to know why such a powerful laser was operating at that secluded airport in the rugged wilderness north of *Lake Berryessa*. With Helen and Chuck's help, she uncovers a secret, subversive organization that has been operating undetected for a number of years. As she continues to dig for answers, this organization becomes aware of her activities, and what follows can only be described as "thrilling" with a surprise ending of international proportion

Other News

From Sandra Williams:

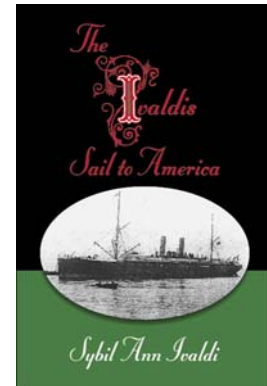
I just wrapped up the biggest project I've worked on in nearly ten years of freelancing: biggest not in page count but in number of photos.

My client, Sybil Ivaldi, was writing a family history as a birthday present for her husband's 80th birthday in early January. At the same time, she was planning the surprise party where the book would be distributed.

In September, Sybil handed over an outline, printouts of chapter sections, and a suitcase containing approximately 2,500 photos. (I didn't count all of them--just the 392 that made it to print.) All these book parts had to be assembled, edited, proofed, typeset, printed, and delivered by the end of December.

We did it! The book, printed in full color inside and out, was shipped to Reno, and party guests received a signed copy delivered to their hotel rooms.

An autographing tip: Sybil had a rubber stamp made up of her handwritten inscription and used it to sign the 400 books that were given away at the party. Her autograph looked as though it had been written with an ink pen.



A Note from the Editor

Greetings NCPA Members,

I hope you are kicking off the New Year by setting some publishing goals! I post a yearly goal plan next to my desk and enjoy keeping an eye on my progress throughout the year. There is just something about starting the year with a clean slate and setting the bar ever higher.



This year is already off to a great start as I've just signed a publishing contract with Wiley for my next business book and *Entrepreneur* magazine will be featuring Book Lovers Bookstore in its April edition!

I am certain that committing my goals to paper helps me keep an eye on the prize and I hope you are all doing the same!

Thank you for your contributions to the newsletter. Wishing you much success with your publishing endeavors in 2006,

-Stephanie Chandler, Editor

Board of Directors of NCPA

President Sandra Williams skw@williamswriting.com 916-456-0625 Fax: 916-451-5636	Vice-President
Secretary William Teie wteie@innercite.com	Treasurer Barbara DesChamps chateau@ncws.com 530-265-5851
Speakers Bureau Ken Umbach ken@umbachconsulting.com 916-722-6897 Voice mail: 916-733-2159	Publicity Chair Patricia Canterbury patmyst@aol.com 916-483-1046
Annual Conference Coordinator	Website Manager Barry Schoenborn barry@wvswrite.com 530-265-4705
Membership Chair Phil Silver pnsilver@surewest.net	Book Awards Chief Judge Mary Jo See maryjosee@earthlink.net 916-451-2272
Newsletter Editor Stephanie Chandler stephanie@stephaniechandler.com 916-214-0708	For updates and more information, see www.norcalpa.org.

The Pen & Press is published by Northern California Publishers & Authors, a coalition of authors, small presses, and independent publishers. All newsletter content, unless otherwise attributed, is copyrighted by NCPA. Material from the newsletter may not be reproduced in any way without written consent of the copyright holder. The editor reserves the right to accept or reject submissions and to edit submissions for length, clarity, or style.

Northern California Publishers & Authors
 3104 "O" Street #270
 Sacramento, California 95816
 916-733-1655
www.norcalpa.org

The Pen & Press

May - June 2006



This issue marks the arrival of the new slate of officers. It also comes shortly after NCPA's annual book awards ceremony. See below for a list of the new officers and a summary of the book awards, with some photos of the awards dinner event.

Stephanie Chandler has completed her term as newsletter editor, and will serve as the new speakers bureau chair. Thanks, Stephanie, for your work on the newsletter this past year! Thanks, too, to Sandra Williams for serving as president this past year, and to all of the other officers who have shared their time to make NCPA a valuable organization.

Having had the pleasure of attending the awards dinner, I can say with confidence that members of NCPA have published some genuinely remarkable books. This organization has a story to tell and a role to serve in connection with independent publishing in the Northern California region. Everyone who is involved in independent publishing, who aspires to be in that business, or who is simply supportive of or interested in small presses and independent publishing will find value in NCPA and much to learn from our members.

This issue features NCPA news and announcements as well as articles by and about NCPA members. Read on!

Meeting Announcement

The **next meeting** will be at Tower Books, 2538 Watt Avenue (near El Camino Avenue), Sacramento, CA 95821, 10:00 AM to noon, **Saturday, May 13**. This will include a business meeting segment, the usual self-introductions, and informal networking. Dierdre Wolownick (formerly Dierdre W. Honnold) will speak about selling foreign rights.

The June meeting will be at the same location, 10 AM to noon, Saturday, June 10th. Check the website, www.norcalpa.org, for meeting information.

At this time, it is expected that meetings will be held through the summer. Check the website for updates on meetings.

NCPA Election Results

Thanks to Anna Hourihan for counting ballots and a giant thank-you to all nominees. Here are the results:

PRESIDENT: Barry Schoenborn

VICE-PRESIDENT: Jerri Rudloff

TREASURER: Barbara DesChamps

SECRETARY: Bill Teie

ANNUAL CONFERENCE COORDINATOR: vacant

WEBSITE MANAGER: Barry Schoenborn

AWARDS CHIEF JUDGE: Tim Teeter

PUBLICITY CHAIR: Mary Jo See

MEMBERSHIP CHAIR: Barbara Wallace

NEWSLETTER EDITOR: Ken Umbach

SPEAKERS BUREAU CHAIR: Stephanie Chandler

In addition, of course, **Sandra Williams** remains on the board as the **IMMEDIATE PAST PRESIDENT**.

Congratulations new and returning board members!

NCPA Book Awards, 2006

Awards were presented at a festive dinner on Friday, April 28, at the Oriental Buffet restaurant on Greenback Lane, in Citrus Heights. Congratulations to the winners for books published in 2005! The accompanying photos show the two enormous balloon bouquets sent by the incoming NCPA president, Barry Schoenborn, who was traveling and unable to attend the event in person.

Chief Judge Mary Jo See presented awards to the winners.

GOLD AWARD

The Balloon Boy of San Francisco

Dorothy Kupcha Leland

Tomato Enterprises



SILVER AWARD

Murder on the Middle Fork
Don Ian Smith and Naida West
Bridge House Books

BRONZE AWARD

Firefighter's Handbook on Wildland Firefighting, 3rd edition
William C. Teie
Deer Valley Press

**BEST FIRST BOOK and GENERAL
NONFICTION**

Don't Get Thin Get Healthy
Loraine Holden
Golden Green Press



Chief Awards Judge Mary Jo See holds up
Don't Get Thin, Get Healthy



Naida West accepts her awards

**FICTION and INTERIOR TEXT LAYOUT
and EXTERIOR SOFT COVER**

Murder on the Middle Fork
Don Ian Smith and Naida West
Bridge House Books

NONFICTION HOW TO and INTERIOR TEXT IMAGES & GRAPHICS

Firefighter's Handbook on Wildland Firefighting, 3rd edition
William C. Teie
Deer Valley Press

JUVENILE/YOUNG ADULT (YA) FICTION and EXTERIOR HARD COVER
The Balloon Boy of San Francisco
Dorothy Kupcha Leland
Tomato Enterprises

Great times ahead for NCPA

By Barry Schoenborn, NCPA President, 2006-07

I'd like to thank you for the trust you've placed in me by electing me president of NCPA for the 2006-2007 administrative year. I promise to bring my best to the office.

I believe NCPA is in a great position to provide more value than ever for members. It's largely because of the hard work of last year's board, and president Sandra Williams in particular, that our organization has arrived at this spot. I intend to make the most of our progress and build on it.

Our finances are in excellent shape, and a number of "internals" like mailing address, our banking setup, and other administrative processes are better than ever. Our quality newsletter is published reliably and our web site is stable.

Here's the focus for the future:

1. **Add value for members.** We need to ask ourselves constantly "What do we want?" and "How can we get it?" Then NCPA must be positioned to adapt quickly to changing needs. We have the resources and talent to give you much of what you need to succeed.
2. **Stay flexible.** Recognize that while a lot of us are authors, and a few others are traditional publishers, the author/publisher (AKA "self-published author") is rapidly becoming our most prominent membership type. NCPA must provide services that this class of member needs. In particular, we need a) plenty of access to information about resources, and b) methods of banding together to improve marketing our works.
3. **Improve the basics.** We can adopt several technologies to make the organization run with ease. Managing NCPA functions can burn out board members at a rapid rate, but with new methods of doing business, things will get easier.
4. **Grow the membership.** NCPA is a unique organization. It has the right scope and appeal to be attractive to authors and publishers from Modesto to the Oregon border. For that matter, we can build the organization in ways that make it attractive to people in SoCal, the Western US, or just about anywhere.

Anyway, there's a great year ahead of us! It will be even better when *you* get involved. Whether you just post a message to our discussion group or you want to take on a volunteer job (they are fun and easy), your involvement will make a big difference.

Once again, thanks for the opportunity. I hope to get to know all of you. For a start, I encourage you to write me about anything, at any time: barry@wvswrite.com.

Other News and Announcements

BB Hill to Have May 9th TV Interview on Channel 10

NCPA Member BB Hill will be doing an interview about her novel *River Through Time* on the “Sacramento & Company” program on Channel 10, 9-10 AM., Tuesday, May 9. Dancers from her hula halau—Ka Waikahe Lani Malie—will be performing as part of the segment.

BB recently commented on marketing, in response to Stephanie Chandler’s request for insights on what has worked for members. BB’s comments follow:

I'm new at marketing a book (since last July). So far the most effective strategy has been presenting to book groups. Most groups purchase *River Through Time* in advance from Amazon or directly from me. When I go to their meetings, many members want to buy another copy for a friend or as a gift. It's great fun to hear their perspectives and questions on my novel. And I'm building an audience for my next book!

Jennifer Martin’s *Huna Warrior: The Magic Begins*

NCPA member Jennifer Martin’s second book—her first novel—*The Huna Warrior: The Magic Begins*, is now out. She is planning a huge kickoff event at Barnes and Noble in Roseville (across from the Galleria) on Thursday, June 22, from 7 to 9 PM. The Sun City Ukulele Players will provide musical ambience during the book signing. She will speak first, though, on the Hawaiian tradition known as Huna, the Hawaiian word for secret and how it influenced her story of Kat Romero, a high school vice-principal who learns she is a descendant of the kahuna, the Hawaiian shaman able to walk safely on hot lava, heal broken bones instantly and even pray an enemy to death. When a renegade kahuna in Maui targets Kat as his foremost enemy, she must learn the magic almost overnight to fend off the deadly magic sent her way.

Jennifer was inspired by the Harry Potter series to write a book that contained magic that adults could gravitate to. Huna is considered to be the secret science behind miracles, so in a sense, it appears to be magic. She has been a certified Huna teacher since 1983 and is a member of the Huna Research, Inc. group headquartered in Cape Girardeau, Missouri. Jennifer will be speaking at their International Huna Seminar in July, after which they will host a book signing for her. She will also speaking at Natomas High School in Sacramento in May, because she was a vice-principal there during the years that some of the incidents fictionalized in the book took place.

The book is available on Jennifer’s website, www.hunawarrior.com, and is distributed by Baker & Taylor and New Leaf.

Jennifer has this to add: "I'm so glad to be part of this group. I've learned so much at our meetings which I've been able to share with other writing groups. Thanks for all of your support and encouragement. Mahalo."

Moj Dehghan's Essays Now a Book

Moj Dehghan, a freelance writer, has just published his first book, called *Chatter to Flatter Your Platter, Essays that Explore Wisdom & Humor in Everyday Life*. The book has been published through iUniverse. *Chatter* is a paperback, contains 66 pages of entertaining insight, and is priced at \$9.95.

You can check out the book by clicking on this link:

www.iuniverse.com/bookstore/book_detail.asp?&isbn=0-595-37909-5

Chatter to Flatter Your Platter can be ordered through the publisher or any local or online bookstore.

Moj is an NCPA member, as well as a member of the Sacramento branch of California Writers Club and of Suburban Writers, of which he is president.

Midwest Book Review Praises Latest Book from Alton Pryor

The Midwest Book Review has given Alton Pryor's *The Lawmen* a very positive review in its April 2006 online book review magazine, "Small Press Bookwatch"

(http://www.midwestbookreview.com/sbw/apr_06.htm).

"*The Lawmen* by western author Alton Pryor," noted Bookwatch, "is an engaging focus on law enforcers that plied their trade on the western American frontier." The review described the characters in the book as "intriguing," and found the story itself to be "gripping" and even "enthraling."

For information on Alton Pryor's books, see <http://www.stagecoachpublishing.com>.

Two New Reports by Ken Umbach; Ken Speaking at California Writers Club, May 20th

In November, the California Research Bureau, California State Library (CRB), published *San Joaquin Valley: Land, People, and Economy*, by Kenneth W. Umbach, Ph.D. In January, CRB published *Indoor Mold: A General Guide to Health Effects, Prevention, and Remediation*, by Kenneth W. Umbach, Ph.D., and Pamela J. Davis, R.N., P.H.N. Both reports, like other CRB reports, are available online as pdf files, via www.library.ca.gov/html/statseg2a.cfm. Printed copies may be requested from CRB.

Ken will be speaking on Saturday, May 20th, at the monthly meeting of the Sacramento Branch of the California Writers Club, on the topic of "Internet Research." The meeting will be at Ohana Garden (formerly Luau Garden Royal Buffet), 1931 Zinfandel Drive, Rancho Cordova, at 11:30 AM. For more information, see www.sacramento-writers.org.

ARTICLE: Upcoming Conferences

Thanks to Pat Canterbury for providing the following list of conferences that may be of interest to our members.

July 13-16, 2006: Mystery Writers Conference. Event will be held at Book Passage in Corte Madera. www.bookpassage.com

August 5-12: Squaw Valley Writers Workshop. For information: www.squawvalleywriters.org

August 10-12, 2006: Mendocino Coast Writers Conference. For information: www.mcwc.org

August 11-13, 2006: The Pacific Coast Children's Writers Workshop. Event will be held in Santa Cruz. For information: www.childrenswritersworkshop.com

August 18-20, 2006: The Second annual CSUS Summer Writers' Conference. Keynote speaker is John Lescroart and cost is \$245. Workshops are still being finalized but there should be something for everyone from beginner to advanced in multiple disciplines. For more information contact Pat Canterbury at patmyst@aol.com.

October 14, 2006: Focus on Writers Conference sponsored by the Sacramento Public Library. Cost is \$40.00 for members of Friends of the Library, \$45 for non-members, and \$65.00 at the door. More details will be released soon. For more information contact Pat Canterbury at patmyst@aol.com.

ARTICLE: Promote Your Book with a Press Release

By Stephanie Chandler

One of the most effective methods for book promotion is media exposure. Newspapers, magazines and television news shows rely on press releases to locate news and human interest stories. Anyone can send a press release, but in order to get the attention of reporters, it must be professional, news-worthy and appealing to a broad audience.

A press release should be brief—one or two pages—yet include enough details that a reporter could write a short article based solely on the information provided. The release should have an enticing “hook”. Good hooks for authors and publishers include:

- ✓ Awards or recognition received.
- ✓ Special event announcements including book signings, speaking engagements, demonstrations and other events.
- ✓ Industry trends that relate to your topic. For example, if you have a book about parenting and a new survey reveals that X percent of parents struggle with discipline problems, you could cite the survey results and offer a handful of helpful tips.

- ✓ Survey results from a survey you have conducted. You can conduct a survey on a topic related to your book and use a press release to announce the results.
- ✓ Tie-in with a national holiday or event. Chase's calendar of events (which you can access at the library, since the book is expensive) lists thousands of non-traditional holidays such as Take Your Dog to Work Day or National Small Business Week. Find a holiday that ties in nicely with your book and offer some related advice.
- ✓ Charitable event contributions. If you participate in or facilitate a charitable event, let the media know. They love these kinds of stories!
- ✓ Contest announcement or results. You can hold a contest with a theme related to your book and share it with the media. For example, if you have a children's book, you could hold a contest where children can submit an essay or drawing. The winner could receive copies of your book, lessons on writing, or other prizes contributed by local businesses or fellow authors. In this case you can send a press release to announce the contest and another to announce the winners.

Be careful with your wording to avoid sounding like a sales brochure, as this is sure to discourage the media from pursuing the story. Keep in mind that they are looking for news and human interest stories. Follow these guidelines to write a press release that gets the attention you want:

- ✓ Read several sample press releases before writing yours so you understand the proper format. Search services such as www.BusinessWire.com and www.PRNewswire.com for terms like "author" and "new book" to view releases submitted by other authors.
- ✓ Use a proper heading that includes your contact information. When listing phone numbers, indicate a day and evening number (reporters may call at odd hours) or simply list your cell phone number.
- ✓ Give the release an enticing title that captures the reader's interest and print it in **BOLD** type.
- ✓ Double space the body of your release for easy reading.
- ✓ Include the basics of who, what, where, when and why in the first paragraph. You want to lay the foundation and include your hook immediately. Remember that you want to engage the reader and prompt a response from the media.
- ✓ Use quotes from business partners, readers, reviewers or other professionals to give the story more color and credibility. As awkward as it may be, you may want to quote yourself—especially if you are the subject of the release.
- ✓ Close with a summary of the overall release along with a brief bio about you and your book(s).
- ✓ Do not allow grammar or spelling mistakes to sneak into a press release. Make sure you edit your writing thoroughly, and have a friend review it for errors and content.

If you want to send your press release out locally, start compiling a list of media contacts. Check the websites of your local newspapers, news programs and magazines for contact names and address information. Media outlets accept press releases by mail, fax or e-mail

and typically indicate their preferences on the website or publication masthead. If you can't locate press release instructions, it is best to mail it directly to the appropriate editor for your topic.

There are numerous services that you can pay to distribute your release to hundreds or thousands of markets. A few to investigate are www.ereleases.com, www.prweb.com, and www.xpresspress.com.

Before you send your release, be sure you are prepared to answer interview questions. You may receive calls from reporters immediately and will want to have thoughtful responses ready. Consider writing a list of points you want to make and keep it handy.

Most people find that a press release can be worth its weight in gold since a news story can often generate more buzz than any form of paid advertising. Don't be discouraged if your first attempt doesn't receive the attention you want, simply try again until you find the formula and pitch that works.

About the Author: Stephanie Chandler is the author of "The Business Startup Checklist and Planning Guide" (Aventine) and "From Entrepreneur to Infopreneur: Make Money with Books, E-books and Information Products" (Wiley, Dec. 2006). Visit <http://www.BusinessInfoGuide.com> to access hundreds of resources for entrepreneurs and publishers.

ARTICLE: Public Speaking as a Marketing Strategy

By Dierdre Wolownick (Formerly Dierdre W. Honnold)

(Note: Dierdre is Past President of NCPA and is author/publisher of *Sacramento with Kids*, *San Jose with Kids*, *English with Ease*, and *Gold Country*.)

My most effective strategy by far has been public speaking. Yes, the Number One Fear of most Americans...but the best way to connect with your target market, especially if your book appeals to a regional audience. Back-of-room sales far surpassed bookstore sales, in my experience

Every service organization -- Rotary, Kiwanis, etc. -- has a guest speaker at each monthly meeting. This means they're always looking for speakers, especially ones that can appeal to their local/regional audience. They love authors! Authors of books are successful people who have taken an idea and made it concrete, which is something all service organizations' members can relate to (almost all are business people, often small businesses, like us. They appreciate the work, understand the process, and are interested in you as the author as well as in the product. They all buy books at the end of the presentation.

Book clubs meet all over the region. They all buy the book they discuss, and they love to have authors come visit!

Schools love author visits, whether it's little kids (children's books), high school (how to find a career, fiction, etc.) or college (any regional appeal book, how-to books, etc). Departments invite authors to speak to particular classes, Areas invite authors to inspire bigger numbers, individual instructors invite authors -- and buy books at the end of your presentation, or before. Learn how to tap into that market.

Talk radio and television stations, especially local cable, are always on the look-out for interesting, informative and articulate people to interview. Be articulate.

First and foremost, though, hone your speaking skills. All of these markets mentioned are looking for professional, interesting people who, besides having a wonderful book to sell, can also offer insights, information, some sort of benefit to the listeners. Be that person. Don't talk about your book, talk about what it can do for the people listening. These are busy people you'll be speaking to; they've invested their valuable time in you. So you're not there to sell books, but rather to solve a problem for them, to inform them, to offer them options. And, coincidentally, to sell them your book, that valuable resource they can't live without!

It worked for me. It can work for you.

ARTICLE: Inspiration for Writers—We Write because We Love It!

By Marlys Norris

The dream of every author is having his or her book become a best seller, but reality is that only a few writers ever see what they have created achieve greatness. The passion to write is a fulfillment of our human need to creatively express thoughts and ideas that take our readers into a realm of imagination and pleasure beyond themselves.

The toil and hard work along with the rejections from editors and continuous editing to make our creation fit for our culture and time may take us on an emotional roller coaster—but our passion for adventure always takes us to the end of the ride.

There are no guarantees our creation will find a wide audience, but our love to create and express takes us into a very satisfying place when our work is finished. Willing to put our heart and soul into it, we are not escaping the realities of life, because we are moved to continue and complete an idea born in the depth of our hearts. We are aware we might never see recognition of what we have written, but we do have the satisfaction of seeing our work completed.

Write on, authors! Write on!

IN CLOSING: A Note from the Editor

Send your articles and announcements to ken@umbachconsulting.com. Please provide submissions in Microsoft Word (or compatible) format, with minimal formatting, or in plain text. If you would like to leave a phone message, call 916-733-2159, That is my voice mail number that is available at any hour. I will return calls as soon as possible. Thanks to those who have submitted material for the newsletter.

Always of greatest interest is news of our members—their books and other publications, activities, awards, and appearances. Also of special interest, articles by members focusing on what has worked for them in such areas as marketing, mechanics of publishing, and tips and techniques.

I hope to put together the next issue for posting near the beginning of July, so please send me your news and articles **no later than 5 PM on June 15th**.

All submissions are subject to editing. Selection of content is at the editor's discretion.

Ken Umbach, NCPA Newsletter Editor

Board of Directors of NCPA

President

Barry Schoenborn
530-265-4705
barry@wvswrite.com

Vice-President

Jerri Rudloff
916-354-2315
jcr1004@sbcglobal.net

Secretary

William Teie
wteie@innercite.com

Treasurer

Barbara DesChamps
chateau@ncws.com

Speakers Bureau Coordinator

Stephanie Chandler
Stephanie@StephanieChandler.com

Publicity Chair

Mary Jo See
maryjosee@earthlink.net

Annual Conference Coordinator

Vacant

Website Manager

Barry Schoenborn
530-265-4705
barry@wvswrite.com

Membership Chair

Barbara Wallace
barbara@libriservices.com

Book Awards Chief Judge

Tim Teeter
deltavalleypress@yahoo.com

Past President

Sandra Williams
skw@williamswriting.com

Newsletter Editor

Ken Umbach
ken@umbachconsulting.com
916-722-6897
Voice mail: 916-733-2159

The Pen & Press is published by Northern California Publishers & Authors, a coalition of authors, small presses, and independent publishers. All newsletter content, unless otherwise attributed, is copyrighted by NCPA. Material from the newsletter may not be reproduced in any way without written consent of the copyright holder. The editor reserves the right to accept or reject submissions and to edit submissions for length, clarity, or style. Do not exceed recommended dosage of newsletter, as this may cause drowsiness. Signal properly before turning pages.

Northern California Publishers & Authors (NCPA)
3104 O Street #270
Sacramento, CA 95816
916-733-1655 Voice Mail
www.norcalpa.org