
The Pen & Press

January – February 2010



First up, let me remind members that memberships are on a calendar-year basis. Members who had paid their dues through 2009 and have not yet renewed should renew quickly. If you are uncertain about when your

membership is due for renewal or how to renew, contact me (see last page of this newsletter), as I am helping out with the membership function for the time being.

Second, a heads-up that elections are coming up for the NCPA board in April, and nominations must be accomplished well before that. Without active volunteers in board positions, NCPA will come to a halt. 'Nuff said. Contact Barry Schoenborn if you would like to continue in or take on a board position. Watch your email and the next issue of *The Pen & Press* for more information.

And now to headline news: **NCPA's conference for 2010 is scheduled for the Red Lion Hotel Sacramento, on Arden Way, 8 am to 6 pm, Saturday, April 24, 2010.**

The conference committee has outdone itself in lining up a full day of regional and national speakers on topics of value to publishers and authors. Whichever side your interest falls primarily on (writing or publishing), the 2010 conference, "A Publishing & Writing Odyssey," will have something for *you*. At only \$99 for early-bird NCPA-member registrations (postmarked by February 17, 2010), including a gourmet buffet lunch as well as other treats during the day AND opportunities for one-on-one talks with some of the speakers, *this is a bargain*. (It is a bargain even at the full day-of-conference price of \$145.)

The conference committee, chaired by Rosa Umbach (your newsletter editor's wife, much experienced in managing conferences) is promoting this conference widely, both in the region and nationally, so take to heart the advice to *register early*. As a professional educational event, the cost of the conference may even be tax deductible. (Talk to your own tax advisor.) As an added incentive, the *first 50 paid registrants* will be entered into a special door-prize drawing for a basket of goodies valued at \$150 or more.

Keynote speaker Dominique Raccach, founder of major independent publishing company Sourcebooks, plus many other experienced and distinguished speakers and a range of key topics for publishers and authors, make this an event of real value.

— Ken Umbach, editor

January & February Meeting Announcements

Our thanks to NCPA speakers bureau chair Bob Bishop for these upcoming presentations. Meetings are at Merrill Gardens Retirement Community, Stock Ranch Road near Sylvan Road, Citrus Heights, 10 am to noon, on the second Saturday of each month.

January 9, 2010

Lee Phillips and **Jill Chan** will discuss subjects of vital interest to all NCPA members. Lee, owner of Phillips Design for more than 25 years, has a wealth of background in the creative design of books (covers, layout, logos, typography, etc.). Jill, a Marketing MBA from Sacramento State, will give us some “takeaway nuggets” about marketing our books. Start the New Year with some fresh perspectives. Join us at 10 a.m. on Saturday

February 13, 2010

Zu Vincent is a distinguished author of several books, and has been published by Harcourt and Scholastic. She holds an MFA in Writing from Vermont College of Fine Arts. Zu has also written numerous features/articles for publications ranging from *Redbook* and *Harper's* to the *National Enquirer*. Her most recent book is a young adult novel, *The Lucky Place*, a great example of “writing from the heart.” Zu’s honors and awards are too numerous to mention. Visit her beautifully crafted web site to learn more about her (www.zuvincent.com).. Zu will give us her thoughts on changing your ideas from a dream to a reality.

Early-bird 2010 Conference Opportunity

By Rosa Umbach, 2010 Conference Director

I am pleased to give you an early opportunity to save nearly one-third on registration for NCPA’s upcoming annual conference, “A Publishing and Writing Odyssey.”

This value-packed day of presentations for publishers and authors will be on Saturday, April 24, 2010, at the Red Lion Hotel, 1401 Arden Way, Sacramento, California. Seating is limited and advance reservations are strongly advised. Mark your calendar and be sure to register.

Reservations are on a first-come, first-served basis and require payment in advance. Your prompt registration for this wide-ranging conference will save you \$46.00 off the on-site day-of-conference registration fee of \$145.00.

Early-bird NCPA members are entitled to the lowest possible conference fee, only \$99.00. You may make a reservation at the same time, for the same price, for a guest (strictly limited to ONE per NCPA member at that price: \$198.00 total for member + one guest).

Early-bird registrations **MUST** be postmarked by no later than February 17, 2010, but I urge you to reply as soon as possible. Seating is limited and registrations could be cut off early as a result.

Among the features of this fine conference are:*

- Keynote address by Dominique Raccah, founder of Sourcebooks, Inc., and one of *Book Business's* “Top 50 Women in Publishing.”
- Book marketing and distribution for publishers and authors (Clint Greenleaf, CEO of Greenleaf Book Group)
- A literary agent’s view (Verna Dreisbach, Dreisbach Literary Management)
- Negotiating the e-world for publishers and writers (a panel of experienced publishers and authors)
- And MUCH MORE for publishers and authors, plus a superb buffet lunch

See the conference agenda and registration form available at www.norcalpa.org for more information, including complete list of speakers and background on each.

Be sure to join your fellow independent publishers and authors at this much-anticipated event! Act today to avoid disappointment.

Rosa L. Umbach

Director, NCPA Conference 2010, “A Publishing and Writing Odyssey”

Email: conference@norcalpa.org

More for *Phantom* Fans

Special to The Pen & Press

Soon to be released is the third volume in the *Through Phantom Eyes* series, by NCPA member Theodora Graves, writing as Theodora Bruns.

Synopsis

By the year 1856, Erik (AKA the Phantom of the Opera) is an adult and acquiring wealth by singing and playing his violin at Gypsy carnivals. When winter approaches, he prepares to leave the cold of Russia for the warmer climate of southern Italy. However, his curiosity is piqued by a conversation he overhears between a Persian man and a Gypsy leader. As a result, he journeys toward Persia. There, the mighty Shah commissions him to build a magnificent palace filled with deadly—yet lifesaving—secrets.

Using his breathtaking music and political prowess, he gains the Shah’s admiration. Then, because of that admiration and Erik’s refusal to bow down to any man, he also gains many enemies.

Outmaneuvering them with the use of his brilliant mind, he stays several steps ahead of them, which makes many believe he has mystic powers.

* Conference agenda details subject to change.

During those years in Persia, one man sees something extraordinary in Erik. Then, despite Erik's refusal to let anyone into his battered heart, he finally calls someone Mon Ami. Ultimately, that friendship becomes the link that allows them to survive a life-and-death battle against two powerful nations—each crying out for their blood. From then on, that friendship alters both men's paths dramatically and forever.

For more information, visit ThroughPhantomEyes.com.

A Promotional Tip

By Donna Wierzbowski

It's a good, cost-effective idea to have an ad promoting a couple of an author's books, especially if the titles share a common theme or genre. I write romantic comedy but also in the mystery-suspense genre. I'll be lumping together in various promotional venues those titles with common themes/genres. Have other authors who write in various genres considered this?

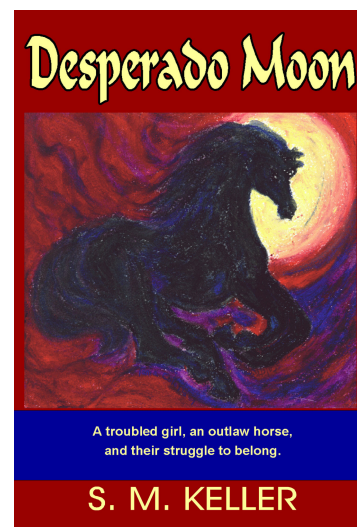
My author-friend Jeannie Ruesch, of [WillDesignForChocolate](http://WillDesignForChocolate.com), designed an ad for me, featuring two of my books. It's going into several magazines that cater to writers, agents, publishers and booksellers.

Sheila Keller's *Desperado Moon* Debuts

NCPA member Sheila Keller's novel *Desperado Moon* is now available at www.shalakopress.com or through most major book sellers! (It is coming in March 2010 to Borders)

Synopsis

Krissy Dunham is a troubled 16 year old girl from San Francisco whose brushes with the law have finally caught up with her. Accused of a felony, she faces an uncertain future in juvenile hall until a twist of fate lands her in the rural ranchlands of California. A city girl who doesn't fit in with the local crowd, Krissy forms an unlikely bond with the legendary Black Jack, an angry and vicious rodeo bronc. Krissy feels a kinship with the horse and is drawn to him when he is mysteriously injured. Their fates intertwine when she resolves to nurse him back to health and save him from the auction block—and certain death. But she must first deal with Redd Greeley, the unscrupulous killer-buyer, who has his own reasons for wanting Black Jack dead. When he finally comes to haul Black Jack away, Krissy—and Black Jack—have to make decisions that will forever seal their destinies.



Sheila M. Keller lives with her husband in the northern California town of Vacaville, midway between the Sacramento and San Francisco. She is a mother of two strapping sons and a grandmother to Samantha and Krissy. She shares her home with five cats (all rescues) and an upstart Shih-tsu named Gus whose only concern is getting his dinner on time. Sheila is an avid horse enthusiast and anti-slaughter advocate, and has owned many horses throughout her life. She currently owns a registered black Morgan mare, Midnight Beauty, that she raised from four months old. In addition to publishing two self-help books, she has written numerous short stories, articles, children's picture books, and poetry. She is a member of the Society of Children's Book Writers and Illustrators, and the vice-president of a local writers group. She is currently working on her second novel.

Mark McLaughlin's Latest Book Has Arrived

Special to The Pen & Press

Award-winning Tahoe historian and author Mark McLaughlin's newest book, *Longboards to Olympics: A Century of Tahoe Winter Sports* is here!

Longboards to Olympics is the only book that tells the fascinating story of how winter sports took Northern California by storm and captured the imagination of a nation. From the early exploits of skiing mailman Snowshoe Thompson, through the 1930s, a breakout decade for Skisport when thousands attended ski jumps in Berkeley and San Francisco. These well-illustrated stories conclude with the 1960 Winter Olympics at Squaw Valley, the seminal event that launched Lake Tahoe into the international spotlight for world-class winter sports.

Illustrated with more than 180 images, many never before published, these uplifting and entertaining stories pay tribute to the character and accomplishments of the early pioneers who fired up western winter sports.

Longboards to Olympics: A Century of Tahoe Winter Sports (ISBN 978-0-9657202-6-7), Mic Mac Publishing, 288 pages, soft cover, \$24.95. For more information, see www.thestormking.com or contact Mark at mark@thestormking.com or at 530-546-5612.

Other News, Announcements, and Comments

Your editor invites submissions for this section of *The Pen & Press*. Short items about NCPA members or otherwise of interest to writers, editors, and publishers (and allied folks) are welcome here.

✓ California Writers Club "Open Mic." Join the Sacramento branch of the California Writers Club on the second Friday of each month for opportunities to read your written work. Sign-up begins at 6:45 p.m. Listeners welcome. 2010 dates: January 8, February 12, March 12, April 9, May 14, June 1, July 9, August 13, September 10, October 8, November 12, and December 10.

✓ California Writers Club, Sacramento Branch, is sponsoring a February 6, 2010, writing workshop with Nora Profit. See <http://sacramento-writers.org/> for details. There's a registration form at the bottom of the page.

✓ NCPA's treasurer, Anna Hourihan, reports that NCPA's bank account remains solid, with renewals and conference registrations coming in.

✓ NCPA's 2010 Conference Committee is soliciting sponsors to help underwrite the cost of the conference while promoting their businesses to attendees and to NCPA members. Contact Ken Umbach, ken@umbachconsulting.com, for more information. Sponsorship opportunities range from \$100 to \$1,000. No service or product to promote? You can still help to support this distinctive event through sponsorship! Know of a business that would appeal to an audience of publishers and authors? Pass the word along! Sponsorship information is available at www.norcalpa.org.

✓ **Your notice or announcement could go here!**



A Note from the Editor

Send your articles and announcements to ken@umbachconsulting.com.

Use **NCPA NEWSLETTER** (exactly and only that) as the email subject heading. That helps me to find newsletter submissions in the avalanche of incoming email.

Please provide submissions in Microsoft Word (or compatible) format or in plain text. If you would like to discuss an article idea or have any other questions or comments about the newsletter, feel free to email or phone.

What fits best into *The Pen & Press* is news of members' books, activities, marketing, speaking engagements, and accomplishments. Also of value: members' insights into the challenges and opportunities of writing publishing and information on regional resources for authors and publishers. Cover illustrations and other photos are welcome in jpeg or other standard format. Please keep file sizes reasonable. When in doubt, call or email me in advance.

The deadline for submissions for the next issue (March – April 2010) is close of business Friday, February 19, 2010.

— Ken Umbach, editor



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Meetings are held on the second Saturday of each month, 10 am to noon, at Merrill Gardens Retirement Community, 7418 Stock Ranch Road (just west of Sylvan Road about a quarter mile north of Greenback Lane), Citrus Heights.

Visitors are welcome.