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# The Pen & Press

May – June 2010

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Whew. The conference is over, after nearly ten months of planning and preparation.

Thanks to the fine work of conference director Rosa Umbach and the conference committee, speakers, sponsors, bookseller Time-Tested Books, and the staff and management of Red Lion Hotel Sacramento, the day was a fine experience for all concerned, successful and well attended. Watch [www.norcalpa.org](http://www.norcalpa.org) for photographs, coming soon.

Likewise, this year's book award competition, for NCPA members' books published in 2009, was completed and commemorated at a festive awards dinner. See inside this issue for the list of winners. Thanks to awards chair Bradley Simkins and the awards judges for their valuable work.

As of May 1<sup>st</sup>, a new board takes office for NCPA. President Elva Anson offers her view for the coming year in this issue of *The Pen & Press*.

After years of meeting in the pleasant surroundings of Merrill Gardens Retirement Community, in Citrus Heights, NCPA is looking toward a new meeting location. A final decision has not been made as of deadline for this issue of the newsletter, but is expected very soon. We will meet at Merrill Gardens in May, and *possibly* in June, and then expect move on to a new venue. A new space will offer some new advantages, including the ability to sell books at meetings and to do fund-raising and expanded social activities at meetings. Our thanks go to Merrill Gardens for hosting our meetings these many months. A definitive announcement of new meeting venue might come as soon as the May 8<sup>th</sup> monthly meeting, and details will be posted at [www.norcalpa.org](http://www.norcalpa.org).

Please welcome new executive committee members Elva Anson (president), Matthias Mendezona (secretary) and Susan Osborn (appointed to fill the vice president role that was not filled by election). Barry Schoenborn moves from president to treasurer, as well as being immediate past president. Norma Jean Thornton will take the public relations role and Rosa Umbach is taking on the membership chair position. As of deadline, we are on the lookout for a new awards chair, conference director, and speakers bureau chair. Jim Collins is continuing as webmaster, and your newsletter editor is continuing in that role as well as in the new position of communications director.

Read on! Keep me posted on your news for the next issue.

— Ken Umbach, editor

## A Few Words from the New NCPA President

*Elva Anson, President, NCPA*

A big thank you to outgoing officers, Barry Schoenborn, Suzy Hopkins, Anna Hourihan, and the rest of the board (Stephanie Reali, Bob Bishop, Norma Thornton, Ken Umbach, Bradley Simkins, and Rosa Umbach) for a job well done. It has been an outstanding year with good attendance and helpful speakers.

After serving as vice-president last year, the next logical step for me was to serve a year as president. This year I want to focus on ways we can support and help each other. Some of the ideas I hope we can explore:

- Compile a list of writing/publishing groups in our area. Contact them and invite them to join or support us.
- Use our membership list to compile information useful to all members of the community—books written, publisher names, services offered, venues (magazines, books poetry, etc.), speaking, radio shows, blogs, expertise, anything connected to publishing and writing.
- Encourage members to write reviews for each other.
- Purchase books from each other.
- Write endorsements.
- When looking for a speaker, a book, gift or article for quotes, check this list first..
- Exchange publicity (CWC, Suburban Writers, NCPA, and any others).
- Become followers of each other's blogs and websites. Leave comments. Tell your friends when you like a blog.
- Exchange links. Put others' book titles on your sites.

I believe we haven't begun to take advantage of the tremendous power we have if we work as hard for each other as we do for ourselves. This is a business where isolation may lead to failure. I look forward to hearing your ideas and response.

*Elva Anson's website is [www.familyfirstbooks.com](http://www.familyfirstbooks.com). She is author of *Becoming Soulmates and How to Get Kids to Help at Home*.*

## May 8, 2010 Meeting Announcement

As always, meetings are the second Saturday of each month. **Our May 2010 meeting will begin and end a half hour later than usual, 10:30 am to 12:30 pm**, at Merrill Gardens Retirement Community, on Stock Ranch Road about 100 feet west of Sylvan Road, Citrus Heights, California (a block or so north of Greenback Lane). If you arrive before 10:00, please wait outside or in the lobby area of Merrill Gardens, not in the hallway, as the meeting room will be in use for a resident activity until 10:00.

Pete Masterson, author of *Book Design and Production: A Guide for Authors and Publishers* (Aeonix, 2005), will share his knowledge and 20 years experience when he speaks

to us at the NCPA meeting Saturday, May 8th, 10 a.m., at Merrill Gardens. How can you make sure your design and production choices will help your book sell in an overcrowded marketplace? Will your book be judged by its cover? Which page-layout program makes the most sense to use? Pete will discuss the answers to many design questions and explain how to avoid some of the pitfalls that await the amateur book designer. For more information about Pete Masterson, visit [www.aeonix.com](http://www.aeonix.com).

This is also NCPA's annual business meeting, featuring an overview of new and forthcoming developments in NCPA, reports on all aspects of the organization, and introduction of new officers and other board members. As always, member networking will be an important part of the meeting.

## June 12, 2010 Meeting Announcement

Watch [www.norcalpa.org](http://www.norcalpa.org) for information on the **June** meeting. Speaker/topic to be announced. **We expect to be changing meeting location as of June or July.** Information will be provided to members and posted at [www.norcalpa.org](http://www.norcalpa.org).

## NCPA Book Awards

*Special to The Pen & Press*

We held the NCPA Awards 2010 dinner on Friday, April 23<sup>rd</sup>, at Luau Garden in Sacramento. A fine turnout for the event included publishers, authors, conference sponsors, and conference speakers.

The entries were outstanding! That makes it a tough job for the judges. Thank you Bradley Simkins, Conference Director. And thanks to our excellent judges, John Raymond Takacs, Suzanne McMurtrey, Westley Turner, and Jill Macari.

### PRINCIPAL AWARDS

#### Non-Fiction

Gold

*The Network Migration Workbook:  
Zero Downtime Migration Strategies for Microsoft Networks*  
By Karl W. Palachuk and Manuel L. Palachuk  
Cover designed by Connie Kong  
Great Little Book Publishing Co., Inc.

Silver

*Successfully Start Your Business*  
*Successfully Buy Your Business*  
*Successfully Buy Your Franchise*  
*Successfully Sell Your Business*  
By Andrew Rogerson (entered as a four-book set)  
Covers designed by Connie Kong  
Great Little Book Publishing Co., Inc.

Bronze  
*Body Intelligence: How to Think Outside Your Brain*  
By John Mayfield, D.C.  
Nubalance Publishing Company

## **Fiction**

Gold  
*Through Phantom Eyes, Volume Three: Mon Ami*  
By Theodora Bruns  
iUniverse

Silver  
*Emma Snow: At the Edge of the World*  
By Joaquin Peralta  
Balona Books

Bronze  
*Heart of a Pirate: A Novel of Anne Bonny*  
By Pamela Johnson  
Stone Harbour Press

## **Children's**

Gold  
*Bumper Hippos*  
Written and Illustrated by Linda Marchus  
Wee Read Publishing

Silver  
*Buster & Joe*  
Written and Illustrated by Linda Marchus  
Wee Read Publishing

Bronze  
*Dandy Dooley*  
Written and Illustrated by Linda Marchus  
Wee Read Publishing

## **Best New Voice:**

*Couldn't Happen to Me: A Life Changed by  
Paralysis and Traumatic Brain Injury*  
By Jill C. Mason  
BookSurge (now CreateSpace)

## DESIGN AWARDS

### Best Layout/Design:

*Successfully Start Your Business*

*Successfully Buy Your Business*

*Successfully Buy Your Franchise*

*Successfully Sell Your Business*

Connie Kong, Designer

Karl Palachuck, Great Little Book Publishing Co., Inc., Publisher

(Entered as a four-book set)

### Best Illustration:

*Bumper Hippos*

Linda Marchus, Illustrator

Wee Read Publishing

## SPECIAL AWARDS (THIS YEAR ONLY)

### Best Young Adult Fiction:

*Desperado Moon: A troubled girl,  
an outlaw horse, and their struggle to belong*

By Sheila M. Keller

Shalako Press

### Best Autobiography/Memoir:

*Couldn't Happen to Me: A Life Changed by  
Paralysis and Traumatic Brain Injury*

By Jill C. Mason

BookSurge (CreateSpace)

### Best Photography:

*B is for Bufflehead*

*Flying through the ABC's with fun feathered friends*

By Steve Hutchcraft

Photographs by Steve Hutchcraft

Photo Hutch Publishing Co.

## Bob Quinlan Earns It!

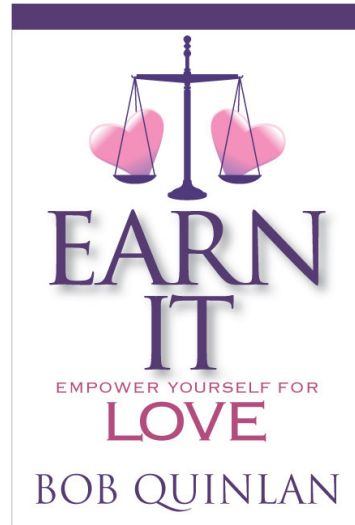
*Special to The Pen & Press*

Bob Quinlan, author of the soon-to-be-published book, *Earn It: Empower Yourself for Love* (Authority Publishing), will host a book launch party on Friday, June 18, from 7:00 to 10:00 pm at the Borders bookstore in Folsom (2765 E Bidwell St.). Bob advises, “It will *not* be your typical book launch party! The Borders manager got clearance from the mall to have a live band play outside. Have Mercy (comprised of fun-loving physicians from Folsom) will provide a free concert.”

Each hour, on the hour, Bob will conduct a PowerPoint presentation sharing the primary principles from the book, after which Frances Kakugawa will read a poem about not taking relationships for granted. Attendees will be reminded of the contest taking place on Bob’s blog about ways to romance your partner.

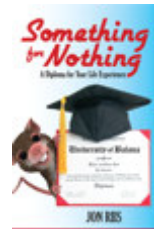
*Earn It: Empower Yourself for Love*, Bob says, “uniquely uses basic business principles and terminology so that men will better understand romantic relationships. We use these principles at work, and by adjusting our perspective at home, we can become much more productive with our personal partner and our sole client. If men are taking too long to understand the more emotional, feminine world of Venus, both parties should benefit from understanding the more logical, masculine world of Mars.”

To read the book’s first two chapters and table of contents, visit [www.earnitbook.com](http://www.earnitbook.com). To participate in Bob’s contest about successful ways to romance, visit <http://bobsblog.earnitbook.com/>. You will have a chance to win a romantic weekend at a bed & breakfast, an autographed set of books by local romance author Brenda Novak, a wine & bath set, and other prizes. Bob added, “Please leave your computers alone for the night and come join us for a free night of entertainment and celebration!”



## Something for Nothing from BalonaBooks

Jonathan Pearce, publisher of BalonaBooks, has announced a new fantasy by Jon Riis, *Something for Nothing--A Diploma for Your Life Experience* (ISBN 9781934376218, 180 pages, trade paperback). The book is scheduled for publication on June 7, 2010. “A caped giant in a body suit and a shape-shifting fairy,” Jonathan reports, “conspire to relieve gullible townsfolk of a vital personal fluid in exchange for a phony university diploma. A naive college freshman almost helps them, but is saved from himself by an intelligent, courageous, and articulate mouse.”



## California Writers Club, Sacramento Branch Activities

*CWC-Sacramento, a Silver Sponsor of the 2010 NCPA conference, has overlapping membership and some shared interests with NCPA. Margie Yee Webb, an NCPA member*

who is president of the Sacramento Branch of CWC ([www.sacramento-writers.org](http://www.sacramento-writers.org)), provided the following information for the newsletter.

The Sacramento Branch of the California Writers Club is one of 18 branches located throughout California. The Sacramento Branch has monthly luncheon meetings at 11:00 am on the 3rd Saturday of every month except July, August, and December. Arrive by 10:45 to allow time for sign-in. The fee for CWC members is \$12, and for nonmembers is \$14. Buffet lunch is included, but the meeting fee is charged with or without lunch.

### **May 15, 2010**

**Michael Troyan** is the Community Relations Manager of Barnes & Noble at Birdcage in Citrus Heights. He is the author of the Greer Garson biography *A Rose for Mrs. Miniver*.

### **June 19, 2010**

**Arden Moore** is a pet expert/writer and has written several pet advice books: *Happy Cat Happy You*, *Happy Dog Happy You*, *The Cat Behavior Answer Book*, and *The Dog Behavior Answer Book*. See [www.ardenmoore.com](http://www.ardenmoore.com). This meeting is co-sponsored by CWC-Sacramento and Umbach Consulting & Publishing, [www.umbachconsulting.com](http://www.umbachconsulting.com).

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**The CWC-Sacramento Writers' Network** (formerly Nonfiction Network) meets the first Friday of every month at 9:00 am at IHOP, 2216 Sunrise Blvd., Rancho Cordova (west side of Sunrise, north of Zinfandel). Participants include book, newspaper, magazine, and trade journal writers. Meetings end by 11:00 am. Contact: Bob Quinlan, [bobquinlan1@comcast.net](mailto:bobquinlan1@comcast.net). Also see [www.sacramento-writers.org/Groups.html](http://www.sacramento-writers.org/Groups.html).

**May 7, 2010**, Susan Maxwell Skinner will present "From Buckingham Palace to Carmichael: The Adaptable Photojournalist at Work." (Susan was a well-received speaker at a past NCPA meeting, and her book about Carmichael won NCPA book awards.)

**June 4, 2010**, Jenifer Novak Landers, "From Writer To Entrepreneur."

**July 2, 2010**, no meeting because of holiday weekend

**August 6, 2010**, Bobbie Christensen, "Self-Publishing Successfully in Today's Market"

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**Open Mic for Writers**, Barnes & Noble, Birdcage, Citrus Heights, see the announcements section of this issue of *The Pen & Press*.

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Many members belong to both CWC and NCPA. Support authors at these upcoming events:

- Asian Heritage Street Celebration, May 15, 2010. NCPA members are invited to donate books to support the AHSC School Raffle Program and be acknowledged with NCPA mentioned on the AHSC website, [www.asianfairsf.com](http://www.asianfairsf.com).
- Local Authors Appreciation Day, Barnes & Noble, Birdcage (Citrus Heights), May 22, 2010. CWC/NCPA members Frances Kakugawa and Loraine Holden are participating

- Arden Moore Book Signing Event, Barnes & Noble, Birdcage, June 19, 2010. Co-sponsored by CWC Sacramento Branch and Umbach Consulting & Publishing.
- Northern California Storybook & Literature Festival, July 31, 2010. For information, contact Jamie Finley, Library Marketing and Programming, Roseville Public Library, via e-mail at [library@roseville.ca.us](mailto:library@roseville.ca.us), or visit [www.roseville.ca.us](http://www.roseville.ca.us). Authors, illustrators, editors, literary agents and publishers who are interested in participating need to have completed an application by May 1.

## 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.

✓ Jo Anna Phillips (NCPA member, certified life coach, behavioral therapist, and hypnotherapist) is offering some workshops that may be of interest to NCPA members.

Jo Anna was a columnist and feature writer for the *Reno Gazette-Journal* for ten years. She also hosted and produced Nevada's first health TV show, "Health and Healing", which aired on the Fox and ABC networks, and "Out and About," a half-hour TV magazine. Philips has a B.A. in Management from Saint Mary's College.

- **GET HOOKED ON HAPPINESS.** Take charge of your life! Learn to be happy - no matter what! You can create deep, inner happiness. In this fun and informative class, you will learn how to be calm despite stormy conditions around you. Experience how positivity can change your life. Fair Oaks Recreation and Park District. To register: call the (916) 966-1036 or go online at [www.fairoakspark.org](http://www.fairoakspark.org). Fee: \$31 (resident \$28). Date: Tuesday, May 4, 2010. Time: 6:30pm - 9:00pm
- **HOW TO CREATE THE PERFECT RELATIONSHIP.** You can create the perfect relationship FOR YOU - whether you are single, married or somewhere in between. In this fun and informative class, you will learn to identify your REAL relationship needs and create harmony with the needs of those close to you. Improve your outcome and get the relationship that you want! Fee: \$31 (resident \$28). Date: Tuesday, May 11. Time: 6:30pm - 9:00pm
- **WHAT DID YOU SAY? HOW TO LISTEN AND BE HEARD.** Think you're a good listener? Join us and find out. In this upbeat, interactive class you will develop and improve your ability to communicate with friends, family and co-workers. You'll never again have to ask, "What did you say?" These may be the most important life skills you will ever learn! Fee: \$31 (resident \$28). Date: Tuesday, May 18. Time: 6:30pm - 9:00pm

✓ Brenda Novak's Online Auction to Benefit Diabetes Research. Information provided by NCPA member Margie Yee Webb.

Help Brenda Novak, New York Times Best-Selling Romantic Suspense Author, make a difference in the lives of her son and millions of others like him who live with diabetes by shopping at her Sixth Annual Online Auction to Benefit Diabetes



Research in May 2010. How does it work? Just like eBay—except the proceeds help accelerate progress in diabetes research.

You can benefit too, by bidding on or donating items. From May 1st to May 31st, visit <http://brendanovak.auctionanything.com/> to bid on over 2,500 items, including some specifically for writers.

Visit <http://www.brendanovak.com/auction.shtml> for more info and use the “Get Involved” link to donate items.

When you register for the auction, say you heard about it from Margie Yee Webb and you will receive a free autographed book from Brenda Novak. With your support this year, we can help Brenda bring the grand total raised to break \$1 million!

- ✓ 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. Location: Barnes & Noble, Birdcage, Citrus Heights (Sunrise just south of Greenback). 2010 dates: May 14, June 1, July 9, August 13, September 10, October 8, November 12, and December 10.
- ✓ Local Authors Appreciation Day, Barnes & Noble, Birdcage, May 22, 2010, at 1:00 pm. CWC/NCPA members Frances Kakugawa and Loraine Holden along with CWC member Anne Campbell are participating in this event which will be a fundraiser for Carriage Elementary School in Citrus Heights. From May 21 through May 28, you can support the school when shopping at Barnes & Noble by designating your purchases to Carriage Elementary.
- ✓ Arden Moore Book Signing Event, Barnes & Noble, Birdcage, June 19, 2010, at 4:00 pm. Co-sponsored by CWC Sacramento Branch and Umbach Consulting & Publishing.
- ✓ Northern California Storybook & Literature Festival, July 31, 2010, from 10:00 a.m. to 5:00 p.m., at the Maidu Library and Maidu Community Center. Save the date! Attend and meet authors, illustrators, editors, literary agents and publishers, and more! For information, visit [www.roseville.ca.us](http://www.roseville.ca.us).
- ✓ “Nuts-and-Bolts Blogging: Build Your Platform and Fan Base Today with a Blog,” sponsored by CWC, Sacramento Branch. This workshop will show how to create a blog (short for Web log, a sort of online diary) and become a successful blogger. Attendees will learn how to find a domain name, pick a template, post quality content, insert images, add internal and external links, find hot topics, and build a network by creating links to people and products. Attendees will study sample blogs and acquire the tools necessary to implement a blog with appeal.

Who: Silicon Valley's master blogger, Bill Belew, MFA in Creative Writing.

When: Saturday, June 26, 2010, 8:30 am to 3:30 pm.

Where: Radisson Hotel, 500 Leisure Lane, Sacramento. Free Parking.

How: Offered to a limited number of attendees, so early enrollment is encouraged.

Cost: \$75 for non-members, and \$55 for members (including NCPA members).

Coffee and snacks served in the morning, and lunch on your own.

Contact Steve Liddick, [stevelliddick@gmail.com](mailto:stevelliddick@gmail.com), to register or Kimberly Edwards, [kimberlyedwards00@comcast.net](mailto:kimberlyedwards00@comcast.net), for questions.

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

## A Note from the Editor

Send your articles and announcements to [ken@umbachconsulting.com](mailto: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 (preferably *not* in pdf). 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 and 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 (July – August 2010) is close of business Monday, June 21, 2010.**

— Ken Umbach, editor



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Readers are of course free to print copies for noncommercial personal use, and NCPA members are welcome to print copies of the newsletter to share with friends, colleagues, and prospective members.

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### **Past President**

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### **Speakers Bureau**

To be announced

### **Vice-President**

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### **Treasurer**

Barry Schoenborn  
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**Note: the preceding five officers constitute NCPA's executive committee.**

### **Website**

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### **Newsletter**

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916-722-6897

### **Awards**

To be announced

### **Annual Conference**

To be announced

**Subject to change as circumstances require**, meetings are held on the second Saturday of each month, 10 am to noon. The May 2010 meeting will be at Merrill Gardens Retirement Community, 7418 Stock Ranch Road (just west of Sylvan Road about a quarter mile north of Greenback Lane), Citrus Heights. The May 2010 meeting will run from 10:30 am to 12:30 pm.

**Future meetings may be in a new location. See [www.norcalpa.org](http://www.norcalpa.org) for updates.**  
Visitors are welcome.