
The Pen & Press

July – August 2010 [revised 7-10-2010]



Members and visitors will have a treat at the July NCPA meeting, as Al Canton shares background on NCPA and an independent publisher's view of changes in the business over the years. Al was one of the founders of Sacramento Publishers Association, predecessor to

NCPA, nearly 20 years ago, and has a wealth of experience and insight into independent publishing. If you attended our April conference, you heard Al – but briefly – at the morning introductory session.

Please note, in a change from past practice, we will have **NO MEETING IN AUGUST**. The board decided that a summer break is in order after the July meeting. See you at the July meeting, and then again in September!

In NCPA developments, vice president Susan Osborn is now chair of the **speakers bureau**. *Note: that role does NOT involve booking speaking engagements for NCPA members.*

NCPA has not yet identified an **awards chair**.^{*} Bradley Simkins, who served as awards chair and as chief awards judge for the past two years, has set a high standard and has left much information of value (forms, procedures, and more) in the event that we can continue the tradition.

Norma Jean Thornton has taken on the **programs** role of planning for monthly meeting speakers, a role ably handled for the past year by Bob Bishop.

Membership Chair Rosa Umbach has agreed to take on the task of coordinating an annual book awards dinner. The planning and preparation for the dinner will now be separated from the role of the awards chair and chief judge. The result, it is hoped, will be a more equitably shared burden for a complicated set of tasks. Please be receptive to opportunities to help in one or another of these tasks – oversight of the awards process, judging, or awards dinner planning and preparation. If you wish to volunteer or have ideas to recommend, please contact NCPA president Elva Anson.

The special panel discussion that was the centerpiece of the June NCPA meeting was well received. Likewise well received has been the “member of the month” feature (Everett Anson in May, and Bob Quinlan, via DVD presentation, in June). This year should produce further new ideas and innovations, and many fine meetings.

— Ken Umbach, editor

^{*} *This issue of the newsletter originally reported in error that Susan Osborn had taken on the role of awards chair. Please disregard that erroneous report. The awards position remains vacant as of 7/10/2010.*

July 10, 2010 Meeting Announcement

Our July 2010 meeting will begin promptly at 10:30 am and end by 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).

Our featured speaker will be Al Canton. Al was one of the founders, nearly 20 years ago, of the Sacramento Publishers Association, which later became Sacramento Publishers & Authors and then Northern California Publishers & Authors. Al will talk about the founding and early days of the organization, and will discuss changes in independent publishing over the years.

Al is an experienced independent publisher with much insight to offer to members and visitors. See his book publishing website www.adams-blake.com/wpab/ and his publishing software site www.jaya123.com/wpjaya/.

August 2010, *NO MEETING*

In a change from past practice, NCPA will skip the August meeting. The board decided it was time for a summer break. See you in September!

A Look at the Conference

Here are a few of the April 24, 2010, NCPA conference photos taken by Amy Ellis, our conference photographer. Other photos will appear in future newsletters or at www.norcalpa.org.



Conference Director Rosa Umbach Introduces the Day's Agenda



Keynote Speaker Dominique Raccah Discusses Publishing



Speaker Marion Gropen Makes a Point



Mazelle Lolmaugh, of Time Tested Books (behind table) Oversees Book Sales



Standing Ovation for Musicians Beverly Marks and Lisa Stine



Rosa Umbach Presents Award Plaque to Outgoing President Barry Schoenborn
in Appreciation of Service to NCPA

Silent Auction & Fundraising Table Great Success for NCPA Conference 2010

By Norma Jean Thornton

Thanks to the great support from all of our generous donors for 2010, and to those participants who bid on the silent auction items and purchased tickets, we netted a grand total of \$575 this year. The full amount has been delivered to the Children's Receiving Home of Sacramento, on Auburn Blvd., for purchase of books for students.

NCPA also has presented a much-appreciated check for \$330 to the Mustard Seed School, reflecting funds from our 2009 mini-fundraiser, held during that Conference.

We thank once more, our following donors for the 2010 **Silent Auction and Fundraising Table**:

Sacramento Pipeworks Climbing & Fitness: a \$54 gift certificate for lessons in indoor mountain climbing for adults or children

Frances Kakugawa: three of her autographed poetry books

William Teie, Deer Valley Press: Collector's Edition of *Hubie & the Fire Service*

NCPA President Barry Schoenborn: autographed copy of Kiyoo Sato's first edition *Dandelion Through The Crack*

Grand Oaks Inn B&B: a one night stay at the B&B with half off all consecutive nights, in any Queen-size room

Red Lion Hotel Sacramento: A one night stay in one of the Red Lion's luxurious rooms

Donna Wierzbowski, writing as Donna Del Oro: two autographed books: *Operation Familia* and *Hasta La Vista Baby*.

Brenda Novak: one of her personalized mini-totes, and the entire six books in her “Last Stand” series, autographed.

Bob Bishop: his illustrated children’s book, *Bigfoot & Joshua*

Shirley Parenteau: autographed illustrated children’s book *Bears on Chairs*. from RWA/SVR and SCBWI member,

Margie Webb: California Writers Club tote bag

FAN2010: several autographed romance books by various authors.

Western Outdoor News: ten one-year year \$40 subscriptions/

Marion Gropen: two CDs (her Pricing Package and Profit Analysis Package.

Bradley Simkins, Book Lover’s Book Store: three autographed books and a book bag.

Cindy Munoz, writing as Loucinda McGary: a copy of her newest book, *The Treasures of Venice*.

Karl Palachuk: two of his many books, *Quote Me on This* and *Relax Focus Succeed*.

Stephanie Chandler: a free pass to her “Virtual Nonfiction Writers Conference.”

Once again, thank you one and all for your generous support, and thank you to conference committee chair Rosa Umbach for all of her time, work, and effort to make our 2010 conference such a huge success. Thanks also to Gaby Fonseca and staff at the Red Lion Hotel, to each of our excellent speakers, our musicians, and to all of Rosa’s hard-working crew. You know who you are, and Rosa’s mentioned you elsewhere.

If I’ve missed thanking any donor, please accept my apologies, and Email me with your information so I can formally thank you. All donors are greatly appreciated.

Our food was good, and I hope each of you enjoyed yourselves as much as I did.

— Norma Jean

BalonaBooks Announces its Latest

BalonaBooks publisher Jonathan Pearce announces the publication in August of BalonaBooks editor and author Jon Riis's second novel, *Woman Times One* (ISBN 9781934376225; 180 pages. trade paperback. \$17.00).

Billed as a “quasi-romance” for YA (young adults) through grownups, the story presents a lonely young student journalist searching for some hints as to career direction and, possibly, love. Despite distractions and interference from some evil teens, of course she manages to “find her center.”



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), 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.

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**The CWC-Sacramento Writers' Network** (formerly Nonfiction Network) meets the first Friday of every month (but **NOT** in July 2010) 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).

**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*. 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). Remaining 2010 dates: July 9, August 13, September 10, October 8, November 12, and December 10.

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.

✓ Bob Quinlan's June 18th launch party for *Earn It!*, at Borders Books, in Folsom, was a tremendous success. Attended by hundreds of people, featuring a band, presentations by Bob about relationships, and great enthusiasm, the event was a success by any measure. Kudos to Bob and to publisher Stephanie Chandler (Authority Publishing)!

✓ The North American Handicapped Riders Association reviewed Suzy Hopkins' middle grade (age 9 to 11) novel *The Extraordinary Summer of the White Horse* in its spring *Strides* magazine, sent to thousands of their members.

✓ 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.

✓ Alton Pryor, www.stagecoachpublishing.com, long-time NCPA member and publisher of nearly 20 books, mostly of Western history and lore, is NCPA's first "member emeritus," so designated by the board in recognition of his accomplishments and example of independent publishing in our region.

✓ **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 (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, August 23, 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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Position is open!

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Annual Conference

Position is open!

Meetings are held on the second Saturday of each month, 10:30 am to 12:30 pm (new time, half hour later than previously), 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.