
The Pen & Press

January – February 2011



This issue of *The Pen & Press* includes announcements of new books by NCPA members Carol Ryan, Margie Yee Webb, and Frances Kakugawa.

Other features encompass NCPA announcements – meetings, book awards, awards dinner, and more – and an article by NCPA member Bob Quinlan, recounting his experiences with his book *Earn It!* As usual, included are announcements of upcoming meetings and other events sponsored by our sister organization, the Sacramento Branch of the California Writers Club, which shares several prominent and active members with NCPA. Also see the special announcement from long-time NCPA member and prolific thriller writer Todd Borg and other announcements of interest to members.

Featured in news for this issue is that NCPA will have continuing use through 2011 of the comfortable, elegant meeting room at Merrill Gardens, Citrus Heights, for our monthly meetings. Our thanks go to Cathy Reuter and the other good folks of Merrill Gardens for their hospitality!

Promotion and marketing of self-published/independently published books remains a challenge and puzzle to be worked out by authors. In late November and early December of 2010 many local authors and publishers, including members of NCPA, CWC-Sacramento, or both, participated in a local author event at The Market Place, on Folsom Blvd., in Rancho Cordova (www.marketplacerancho.com/). The event was an experiment on the part of the proprietors of The Market Place (predominantly a showcase for home-improvement vendors) and for the participating authors and publishers. Cold, wet weather and the competing demands of the holiday season may have limited the effectiveness of the event, but the opportunity for both book sales and author presentations in a spacious, accessible setting could prove to be a valuable long-term model. Watch for more information on that venue and on possible future events, and for similar opportunities elsewhere in the region.

Meanwhile, as announcements in this issue show and as the 2011 NCPA book awards process (for books published in 2010) will demonstrate, book authorship and independent publishing remain alive and well in the Northern California region served by NCPA.

In closing, please be sure to renew your membership if you have not done so already. Contact membership chair Rosa Umbach if you have questions about your membership. Also, please consider taking an elected or appointed role in NCPA for the coming year.

— Ken Umbach, editor

January 2011 Meeting—Learn About Branding

Good news! NCPA will continue to have use of the fine meeting room at Merrill Gardens, in Citrus Heights, through 2011. Our thanks to the good folks at Merrill Gardens!

The featured speaker at our January 8, 2011 meeting will be author Jeannie Ruesch (www.jeannieruesch.com), telling us about the infamous “LBD: (Little Black Dress),” and how it relates to Branding/Marketing).

February 2011 Meeting Topic is “Intellectual Property”

Mark Leonard, representing California Lawyers for the Arts, and will discuss copyright and trademarks as they pertain to the literary community.

California Lawyers for the Arts is a non-profit service organization that provides lawyer referrals, dispute resolution services, educational programs, publications and resource library to artists of all disciplines and arts organizations.

Other Future Meetings

- Be sure to mark your calendar for our May 14, 2011, meeting, where you will find out more about self-publishing from long-time NCPA member and author Naida West (www.bridgehousebooks.com) as she shares: “My Journey as a Self-published Novelist.” Naida has advised that she will also address “reformatting for Kindle, etc., and the galloping melt-down of the traditional publishing establishment.” The May meeting is also, by tradition, NCPA’s annual “business meeting.”
- Watch www.norcalpa.org and future issues of this newsletter for announcements of other meeting speakers and topics.

NCPA President’s Message

By Elva Anson

When a small group of self-publishers got together and started the Sacramento Publishers Association in 1991, they probably had no idea the group would become Northern California Publishers & Authors, with 125 members. Northern California has a large community of authors, publishers, editors, and others involved in producing books. Through this group we support and help each other.

If you have not been to our meetings the second Saturday of each month at Merrill Gardens, you have missed some excellent informational speakers. Our programs chair, Norma Jean Thornton, has scheduled speakers with information about ebooks, chapbooks, book video trailers, and more. She has done an excellent job.

Everett's work as Book Awards chairman has been made easier by Vice President, Susan Osborn's work in obtaining excellent judges and Rosa Umbach's work in finding a restau-

rant for the Awards dinner in April and in overseeing dinner arrangements. Being an active member of the group has been rewarding. I recommend it.

Elva Anson, President, Northern California Publishers & Authors

www.familyfirstbooks.com

Becoming Soulmates

How to Get Kids to Help at Home

www.soulmatetips.blogspot.com

Save the Date for Book Awards Dinner: April 30, 2011

NCPA's annual Book Awards Dinner is scheduled for the evening of Saturday, April 30, 2011, at Cattlemen's Restaurant, 2000 Taylor Road, Roseville, California, 6 to 9 p.m. Details and reservation information will be announced soon, but please save the date for that event. You won't want to miss this one!

Norma Jean Thornton, NCPA's publicity chair and programs chair, points out:

You don't need to have a book entered in the awards to attend the banquet. Join other members, and bring a friend. Chat, and have dinner with award-winning multiple *New York Times* bestselling author Brenda Novak and fellow NCPA-member publishers and authors.

Haven't read any of Brenda's books? She writes similarly to Nora Roberts, aka J.D. Robb (I like Brenda's writing better). Check her out at www.Brendanovak.com.

Be sure to take your books for Brenda to sign.

Brenda Novak, is a local writer known both for her growing list of books and for her charitable work in support of diabetes research.

Books entered into this year's NCPA book awards competition will be displayed at the dinner, and we hope to have many, if not all, of the authors/publishers in attendance.

NCPA Book Awards Competition

By Everett Anson, NCPA Awards Chair

Do you have a book published in 2010? Enter the NCPA Book Awards for 2011. Go to www.norcalpa.org, scroll down, and click on links to the 2011 Awards Entry Form and Awards Program Rules for more information.

We have five independent judges ready to review your book for the awards. Books must be delivered to Everett Anson, 6812 Mt. Vernon Way, Fair Oaks, CA 95628 *no later than January 15, 2011* to be entered. If you have a suitable digital image of your cover, please send it to me for use in the awards dinner brochure.

Attendance at the dinner will be free to NCPA book awards contestants.

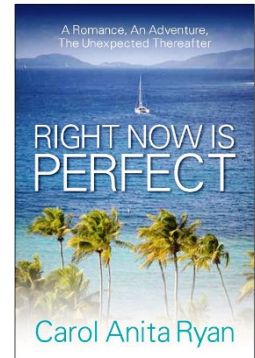
Editor's note: see the NCPA Board of Directors list at end of newsletter for contact information.

Right Now IS Perfect for Author Carol Ryan!

Carol Ryan's memoir *Right Now Is Perfect* had its informal launch party on December 11th, at the author's home. The party was scheduled at the last minute in order to celebrate the book's arrival with visiting relatives.

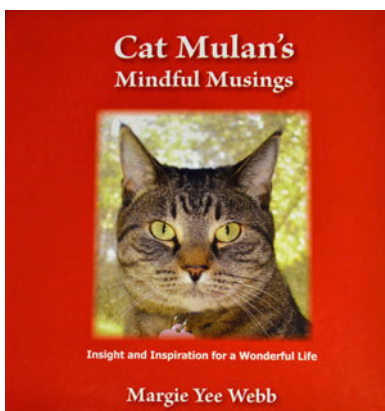
As for the formal launch, Carol invites you to join her on Saturday, January 15th between noon and 3:00 p.m., at The Market Place, 11395 Folsom Blvd., Rancho Cordova, CA 95742.

On December 5th, *Right Now Is Perfect* was ranked the #10 best seller in the sailing category on Amazon! The web site www.RightNowIsPerfect.com is receiving lots of good reviews, too, according to Carol.



Carol Ryan is a long-time NCPA member, well known to members who attend meetings and to many others through her two years as NCPA's treasurer.

Margie Yee Webb Helps Cat Mulan Speak!



Margie Yee Webb is pleased to announce that her book, *Cat Mulan's Mindful Musings: Insight and Inspiration for a Wonderful Life*, is due for release in February 2011. "Cat Mulan's Mindful Musings," she advises, "has timeless photographs along with insightful and inspirational reflections to lift your spirits with humor and wisdom." The book launch is scheduled for March 2011 at The Market Place in Rancho Cordova. Animal welfare organizations and shelters are being invited to participate in the event and a portion of the sale of every book will be donated to participating organizations/shelters. Details are to be announced. For more information, contact Margie Yee

Webb at mywebb@sbcglobal.net.

Frances Kakugawa's Newest Book Published

Frances' newest book, *Breaking the Silence: A Caregiver's Voice*, has been published by Willow Valley Press of Nevada City, California. The book is available at Book Lovers Book Store, (www.bookloverscafe.com), and through Amazon and other online booksellers, as well as directly from the publisher via www.btsilence.com.

See <http://tinyurl.com/26gm6ed> for a scholarly essay about Frances's new book, by Indian poet R.K. Singh. (The Tiny URL link goes to Dr. Singh's blog.)



Distribution of *Breaking the Silence* in Hawaii has been arranged courtesy of Landmark Publishing. Distribution in the U.S. is by Willow Valley Press.

Publisher Barry Schoenborn (pictured above with author Frances Kakugawa, at Book Lovers Book Store) noted, “This book will be a great comfort to those who work so hard as caregivers. It's not only filled with true-life experience, but has a section with suggestion for you about organizing and participating in a support group. No, you don't have to be a caregiver now to enjoy the book. No, you don't need to get Alzheimer's to find value in the book,” he added.

“*Breaking the Silence* is France's ninth title,” he concluded in the publication announcement, “and we're very proud to publish it.”

Thanks to NCPA!

By Bob Quinlan

It has been an honor to share my First Anniversary of this writer turned author—largely due to YOU. Thank you! How life can change in one year! After reading an article in a local newspaper last December, I attended a California Writers Club, Sacramento Branch, Nonfiction Network meeting (soon thereafter to be changed to Writers' Network). I had been writing a book for fourteen years, done homework for learning about the industry and marketing books for about eight years, but still had not completed the final draft of *Earn It: Empower Yourself for Love*. All of that was about to change.

The energy and experience at the writers group was both motivating and intriguing. When Ken Umbach handed me a free copy of his “The Pursuit of Publishing,” and offered to meet with me after I read it. I absorbed the book over the weekend and arranged to meet Ken. Thinking I would be lucky to get a half hour's time from this seasoned veteran who had helped so many others, I was shocked when he contributed four and a half hours of his valuable time! After reading the table of contents and scanning the first two chapters of the book on its website, imagine my elation when he sent an e-mail to an agent recommending he meet with me. That was all I needed—an industry professional had faith in the work that I believe with every grain of my existence! It was at that moment that I committed to bring this project to life.

I attended two other local writers group events in December of 2009—CWC's holiday luncheon (at which I met Verna Dreisbach, a living, breathing agent) and NCPA's meeting. I attended the San Francisco Writers Conference in February and was enlightened by the variety of classes, met with agents during “Speed Dating” and coincidentally had an exclusive lunch audience with Mr. Self-Publishing, Dan Poynter. Four of the seven agents I met in “Speed Dating” asked me to send them proposal packages, yet almost all of the advice ingested suggested that first-time, unknown authors would be better served to self-publish. So I did! Now I intend to send proposal packages with a copy of the book to each of those four agents—let's see what happens . . .

I decided to learn about the industry first-hand and signed a contract with Authority Publishing (a non-fiction specialist) in April, the book was published in June and we had the book launch party at Borders in Folsom on June 18! Selling 95 books that night was exciting, but classes and conferences continued to be required, so I started attending

monthly training for WordPress (blogging) and the Sacramento Speakers Network, in addition to the wonderful speakers and classes offered by CWC and NCPA! Since that time the marketing efforts have included e-mail blasts, blogging at least three times a week, library events, authors events, over twenty speaking events, (including getting paid to speak at a business for customizing a speech), developing a free monthly Romantic Behaviors newsletter, videos, radio talk shows, a cable television interview, an upcoming Skype interview . . . and the work is only beginning, but so is the FUN! If you'd like to see more details or sign up for the free Romantic Behaviors newsletter, please visit the book's website at www.earnitbook.com.

Thank you all for being so supportive and interested. These writers groups helped address many of the questions obtained by almost endless research on the Internet. It is so comforting to personally speak with fellow authors who have "been there" and fellow writers wanting to "go there." I wish you the success and support that members have graciously shared with me. Hopefully this time next year, you are reflecting on your own successful journey. We're here for you, too!

*Editor's note: I think we can all agree regarding Bob's success, he is **earning it!** He is demonstrating what a distinctive idea, plus careful execution of the idea, plus enthusiasm can accomplish.*

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, provided the following information for the newsletter.

The Sacramento Branch of the California Writers Club is one of 18 branches throughout California. The Sacramento Branch has monthly luncheon meetings at 11:00 a.m. on the 3rd Saturday of every month except July, August, and December. Luncheon meetings are held at Luau Garden Chinese Buffet, 1890 Arden Way, Sacramento 95815. Meeting fee is \$12 for members and \$14 for non-members, and includes a buffet lunch. (Note: Luncheon meeting location may change after March meeting. Please check website <http://www.cwcsacramentowriters.org/> for updated information. Also, notice will be provided to NCPA and CWC members via e-mail.)

Upcoming California Writers Club, Sacramento Branch, Luncheon Meetings

January 15, 2011. Denny Grayson's topic title is: "What's so hard about writing a screenplay?"

February 19, 2011. Kimberly Van Meter is a published romance writer with *Silhouette* and *Harlequin*. She has a new romantic suspense novel called *To Catch a Killer*. For more information, visit www.kimberlyvanmeter.com.

March 19, 2011. The annual CWC-Sacramento "Genre Workshop." Details are to be announced for this popular annual special meeting.

The CWC-Sacramento Writers Network

The CWC-Sacramento Writers Network (formerly “Nonfiction Network”), meets the first Friday morning of every month 9:00 to 11:00 a.m. at IHOP, 2216 Sunrise Blvd., Rancho Cordova (west side of Sunrise, north of Zinfandel). Participants include book, newspaper, magazine, and trade journal writers, and others with an interest in writing and in marketing of their writing. Contact: Bob Quinlan, bobquinlan1@comcast.net.

January 7, 2011. Andrea Roth (pen name A. K. Buckroth), author of *My Diabetic Soul – An Autobiography*, “Promoting Your Book;”

February 4, 2011. Jo Anna Phillips, “What Did You Say? How to Listen and Be Heard;”

March 4, 2011. Bill Holden, “My Experience Writing and Publishing.”

Open Mic for Writers (“10 Minutes of Fame”)

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 are also welcome. Location: Barnes & Noble, Birdcage, Citrus Heights (Sunrise just south of Greenback, opposite Sunrise Mall). Contact: Julie Bauer, joolieb@aol.com.

Upcoming dates: January 14, 2011; February 11, 2011; and March 11, 2011.

Workshop with Literary Agents Larsen and Pomada

The Sacramento Branch of CWC will be presenting a workshop with literary agents Michael Larsen and Elizabeth Pomada of Larsen-Pomada Literary Agents, Northern California’s oldest literary agency, located in San Francisco. The “Making Yourself Irresistible To Agents and Editors” workshop, for writers at all levels and stages in their writing career, is planned for February 5, 2011, at Luau Garden, 1890 Arden Way, Sacramento. For details, see <http://www.cwcsacramentowriters.org/> and contact Kimberly Edwards at kimberlyedwards00@comcast.net or 916-524-7992.

Short-Short Story Contest

California Writers Club, Sacramento Branch, is sponsoring a “short-short story” writing contest (**750 words maximum**). The contest features cash prizes (first, second, and third place), and requires an entry fee. Entries must be postmarked by March 31, 2011. The contest is open to all writers, not just to members of CWC. For contest details and entry procedures, contact Marsha Robinson, marsha@quicknet.com or visit CWC-Sacramento’s new website, <http://cwcsacramentowriters.org/>.

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.

✓ Announcement from Todd Borg

As the holidays approach, I want to once again thank all of you for your support. You have obviously continued to spread the word about Owen, Spot, and the rest

of the gang up here in Tahoe, because the Owen McKenna Tahoe Mysteries keep reaching a wider audience. THANKS SO MUCH! AND HAPPY NEW YEAR!

On a related note, many of you have asked if I would ever teach a workshop about writing fiction. I want to let you know that the Folsom Arts Association has asked me to teach a fiction workshop the first weekend in February. So I have put together a fun-yet-serious workshop about writing entertaining fiction.

The workshop is called “The Hook, the Twist, and the Cliffhanger: What Works and What Doesn’t in Entertainment Fiction.” This workshop is perfect for anyone who has written fiction and wants to refine and polish it until it sings. The workshop is also great for any writer who is just beginning a serious foray into the world of telling stories that grab readers from the first sentence and never let them go until the last. Come join us for a fun, educational time!

For more information, Please visit the workshop’s page on my website: <http://toddborg.com/Workshops.htm> .

Todd Borg, <http://toddborg.com>

P.S. Although Spot is seriously involved in a tense new adventure that will debut next summer, he sends along his regards.

✓ Many local authors’ books are available for purchase at Book Lovers Book Store, 5800 Madison Avenue (near Manzanita), in Sacramento (adjacent to Carmichael). The store also features a wide variety of bargain used books and a selection of popular new books, some of them autographed by the author. See <http://bookloverscave.com/> for more information.

✓ Searching for a special used book, or looking for bargains on reading? Check out 2010 NCPA Conference sponsor Time-Tested Books, 1114 21st Street, Sacramento, CA 95811. See <http://timetestedbooks.net/> for more information.

✓ Know someone who is looking for quality assisted living? Be sure to ask for a tour of our monthly meeting host, Merrill Gardens, Citrus Heights.

✓ Your editor, Ken Umbach, has completed two years as columnist for *Senior Spectrum*, and continues to write his weekly “Ken’s Corner” column for that Sacramento-area paper. See www.senior-spectrum.com.

✓ NCPA’s annual election process is approaching. It is not too early to consider taking a role. You can find NCPA’s bylaws at <http://norcalpa.org/pages/bylaws.html> and board member duties in the files section of the NCPA Yahoo group, <http://groups.yahoo.com/group/NCPA/>. Contact president Elva Anson, communications director/editor Ken Umbach, or any other board member for more information. See page 10, below, for board member list and contact information.

✓ **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 and illustration dimensions reasonable. When in doubt, call or email me in advance.

The deadline for submissions for the next issue is 5 p.m., Saturday, February 19, 2011. If you do not want your article or announcement to be lost in hundreds of accumulated email messages, use **NCPA NEWSLETTER** (exactly and only that) as your email subject heading.

— 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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Note: NCPA's executive committee includes president, VP, secretary, treasurer, and communications director.

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Annual Conference

Position is open! (No conference planned for 2011.)

Awards Dinner

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Meetings are held on the second Saturday of each month, 10:30 a.m. to 12:30 p.m. 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.