
The Pen & Press

March – April 2011



We have much on our plate at NCPA, and some wonderful content in this issue of the newsletter. Please be sure to read it promptly, including the notices and announcements toward the end, as some events, including the IBPA Publishing University Scholarship opportunity,

detailed in this issue, have short deadlines.

I'm pleased that this issue offers articles on some new books by our members, ranging from the light-hearted to the very serious. Each one illustrates the value of self- and independent publishing as a book of merit that might not fit the standards of large-scale commercial publishing.

As a follow-up to the well-received meeting presentation by intellectual property attorney Mark Leonard (our February speaker), Brenda Bowen has provided a list of copyright-related resources for writers. NCPA president Elva Anson offers her view of the state of the organization, and readers will find a reminder and heads-up about the April 30th annual awards dinner. This year the dinner marks 20 years of NCPA (dating back to its founding as Sacramento Publishers & Authors), so it will be a doubly special occasion.

Two polls were posted at NCPA's Yahoo group site. One was on books members expect to publish in 2011. With the poll not quite ended, 15 members have expressed plans to publish at least one book in 2011, and some as many as three books or more.

The other poll asked, "Should NCPA expand its book awards program to encompass e-books (books for digital reading devices such as iPad, Nook, Kindle, and so on) written or published by NCPA members?" The results, shortly before polling closes, show overwhelming YES responses, 26 out of the 28 respondents (92 percent favorable). I'd like to see a higher response rate (it takes only a moment), but that sample was enough to lead to a special ad hoc committee/working group to investigate the issue and to report back to the board this coming summer. (It may be that some members would have responded "No Opinion" had that choice been offered.)

The working group is busily gathering background information from a wide range of sources and will carefully consider what kinds of categories, standards, and procedures might work in support of e-book awards. If you would like to send ideas or comments to the committee, I'd be happy to receive them and pass them along to the group.

E-books are a growing phenomenon, to say the least. A *New York Times* Book Review article (February 20, 2011) reported on comparisons between e-book and printed book bestsellers. In some cases among the top ten, print and digital (e-book) editions ranked the same (1:1, 2:2, 4:4), and in others differed, sometimes widely. Only a relative handful of books are bestsellers, of course, but it is nonetheless an interesting indicator on both sides of the comparisons – similarities and differences. It is all grist for the working group's mill.

— Ken Umbach, editor

NCPA President's Message

By Elva Anson

NCPA continues to thrive. Authors are writing and publishing. We all continue to share in the excitement and energy that comes with launching new books. I find it challenging to keep up with reading all of these new books. I just finished reading Carol Ryan's fascinating book, *Right Now is Perfect*. It was a great book to read after reading one of Margo King Lenson's books, *Pacific Voices Talk Story: Conversations of the American Experience*. Carol is the member of the month in March.

We are all looking forward to the Awards dinner at the Cattleman's Restaurant in Roseville on April 30th. Plan to be there to support your fellow members.

More and more of our members are publishing e-books. We have formed an e-book committee to explore this important trend in publishing. The committee will report to the group in late summer or early fall. The committee includes Michelle Avanti (chair), Jessi Graustein (vice chair), Donna Wierzbowski, Joyce Mason, Carol Ryan, Kim Edwards, Terry Burke Maxwell, and Ken Umbach.

Nominations for next year's board are going well. We would love to have you join us. Let me know if you are interested.

Continue to bring your books to display and sell during our 30-minute networking time at the end of each meeting. Promote each others' books whenever you can. See you at the next meeting.

Elva Anson, President

www.familyfirstbooks.com

Becoming Soulmates and *How to Get Kids to Help at Home*

www.soulmatetips.blogspot.com

March 12, 2011 Meeting to Feature Author/Illustrator Rachel Dillon

By Norma Thornton, Programs Chair

Our March 12th speaker will be Rachel Dillon, children's book author and illustrator, speaking about illustrating books. I saw some of her work recently at a critique group (both her writing and her drawing/painting) and she's absolutely AMAZING! She draws her subjects, then paints them with a dot-painting technique. FASCINATING! Check her out yourself, at <http://racheldillon.com> or <http://dotpaintings.blogspot.com>.

April 9, 2011 Meeting to Welcome Return Visit from Jessi Graustein

By Norma Thornton, Programs Chair

On April 9th, Jessi Graustein (Folded Word Press) will be back to teach us more about how to make chapbooks.

YES, she was that good! If you missed her presentation in November 2010, then now's your time to make up for that *faux pas*! See www.foldedword.com, and contact Jessi at editors@foldedword.com.

Editor's note: The November presentation was great fun and filled with insight into hands-on book craftsmanship. This is really a case of "back by popular demand."

Other Future Meetings

Planning of meeting speakers and topics is a work in progress, subject to change. But as of deadline for this issue of *The Pen & Press*, here is a look ahead for the rest of 2011.

- May 14, Annual Business Meeting. No speaker. (*Naida West's talk, previously announced for May, has been postponed to September.*) The meeting will include discussion of future NCPA activities, networking, expanded self-introductions, display of members' books (including NCPA book-awards entries), and a preview of the inquiry into prospects for NCPA e-book awards in future years.
- June 11, Rancho Murietta writer Candy Chand will talk about plagiarism.
- July 9, Jeannie Ruesch (WillDesignForChocolate.com) will build on her well-received January 2011 presentation about marketing (remember the "little black dress").
- Aug 13, topic is expected to be a presentation on the findings and recommendations of NCPA's ad hoc committee/working group on e-book awards.
- September 10, Naida West, presenting her journey as a self-published novelist.
- October 8, to be announced.
- November, to be announced.
- December 10, no speaker. The meeting will mark the return, after a one-year hiatus, of the popular "Book Display Meeting." Members are invited to bring and display copies of their published books, and quietly to sell copies to other members. (Cannot sell to/solicit residents.) Remember that NCPA strongly encourages members to donate a copy of each of their published books to Merrill Gardens for use in the library it maintains for residents.

Copyright and Trademark Resources

By Brenda Bowen

These sources might be helpful to supplement the NCPA meeting on February 12, 2011, featuring Mark Leonard, of California Lawyers for the Arts. These resources connect to the meeting's theme and publishing in general

- *The Associated Press Stylebook on Media Law* provides advice on how writers can protect themselves against copyright infringement and libel.
- *Kirsch's Handbook of Publishing Law: For Authors, Publishers, Editors, and Agents*, by Jonathon Kirsch, is a quick-access resource of legal issues in publishing, ranging from idea protection through book development and publication to the final reversion of rights.
- *The Writer's Legal Companion: The Complete Handbook for the Working Writer*, by Brad Bunnin and Peter Beren, provides comprehensive advice on all aspects of publishing law, everything from copyrights and taxes to libel, subsidiary rights, and the obscure clauses in publishing contracts. The book also includes information on print and electronic publishing.
- The official U.S. Government Copyright Office site, www.copyright.com, provides many resources on U.S. copyright statutes and includes a direct link to copyright information for literary works.
- *Literary Law Guide for Authors, Copyrights, Trademarks and Contracts in Plain Language*, by Tonya Marie Evans and Susan Borden Evans, is a legal reference tool for writers, publishers, agents, and attorneys that includes explanations, definitions, and illustrations to teach people how to protect their work and to avoid common pitfalls associated with writing that may cause legal liability. Forms commonly used by authors are broken down—copyright, trademark registration, publishing, work-for-hire, licensing, permissions, and collaborative agreements.

Book Awards Dinner: April 30, 2011

Rosa Umbach, who is managing arrangements for the Awards Dinner, will be sending a notice (via U.S. Postal Service mail, plus email reminders) to all members. The dinner ticket price is only \$15.00 per person thanks to support from NCPA's treasury. Awards judges and awards contestants will receive special consideration for this event and will be contacted by Rosa to make their reservations.

Reservations are **required** for attendance as we have to know how many seats to have available and how to set up the room. **Reservations are to be made exclusively through, and payment by way of, awards dinner chair Rosa Umbach. (Checks payable to NCPA.)**

Location: Cattlemen's Restaurant, 2000 Taylor Road, Roseville, California (just off Interstate 80). Time: 6 to 9 pm. Emcee: *New York Times* bestselling author Brenda Novak. Features: a fine dinner plus introduction of contestants and announcement of awards.

The dinner will also mark a celebration of 20 years of Northern California Publishers & Authors, originally Sacramento Publishers Association, which was founded in 1991 by a group of local self-publishing authors.

Sherie Labedis Announces Long-Awaited Book

Special to *The Pen & Press*

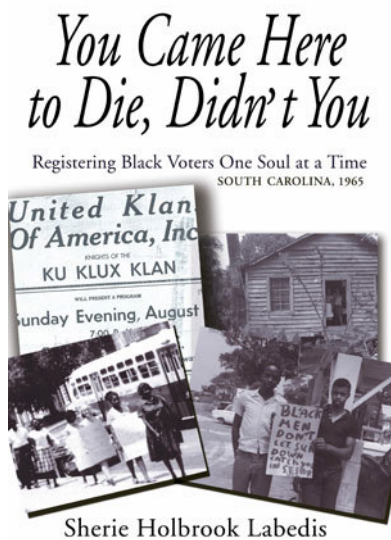
Sherie Labedis's new book, *You Came Here to Die, Didn't You*, is a ringing validation of a young woman's passionate intention to do the right thing. The book powerfully depicts the voter registration movement of the 1960s for those who have forgotten or for those who never knew that committed people, regardless of their race, made an amazing difference in this country.



Sherie Labedis (pictured at right) noted, "I was a blond, white, eighteen-year-old student at the University of California, Berkeley, who volunteered for a voter registration project in Pineville, South Carolina because I believed in freedom and equality. Most books about the Movement are written by African-Americans or academics. This one is different. It's written by a white woman who helped make it happen."

Martin Luther King's compelling oratory lured her south, but reality struck the day she arrived when a barefoot black teenager clad in sweaty bib overalls challenged, "You came here to die, didn't you," and it wasn't a question.

"The rotting flesh of a woman dying without medical care ended my innocence," she says of the experience. "My reliance on safety shattered when two black passengers were beaten when the car I drove was forced off the highway. Grits and hog-head stew, mosquitoes, debilitating heat and a restricted life style tested my composure. Conviction wavered as I watched the church we attended reduced to ashes.



"The young man in bib overalls was right; part of me died. But new parts emerged. Self-reliance sustained me when I became the only white student at a previously all-black university. Resolve and trust made teaching at-risk students my life's work. I know that now. But in 1965 I thought I understood the protests, the sit-ins, and the tear gas of the Civil Rights Movement. Viewed from 2500 miles away, at the fog-cooled University of California, these activities were part of Berkeley campus life. But my upbringing, news broadcasts and campus politics hadn't prepared me for the segregated South.

"Middle-class and spoiled, I was my own biggest challenge, not the southern bigots, the white-hooded Klansmen, or a regional culture much more restrictive than California's."

New E-Book from Donna Del Oro

NCPA member Donna Del Oro advises *The Pen & Press*, “I’m pleased to announce the e-publication of my new novel, *Born to Sing*, as of Valentine’s Day 2011. *Born to Sing* is the love story of two opera singers from opposite sides of the track and their struggles to succeed in the highly competitive world of opera. This book launches the first in the “Born to Sing” series about professional singers and their worlds. Look for *Born to Sing: Los Angeles*, *Born to Sing: Las Vegas*, *Born To Sing: New Orleans*, and more.

The e-book is available now at: <http://www.devinedestinies.com>

Donna Del Oro is award-winning author of romantic comedy and romantic suspense. Her books include *Operation Familia* (romantic-suspense comedy) and *Hasta La Vista, Baby* (a romantic comedy about divorce and discovery). Visit: donnadeloro.com. Ask about: Del Oro Developmental Editing Services

New Book from Stone Harbour Press

Special to The Pen & Press

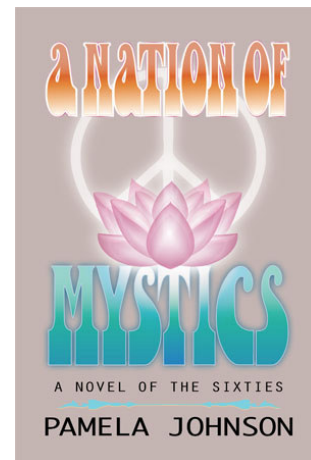
NCPA member Pamela Johnson informs us, “We at Stone Harbour Press (www.stoneharbourpress.com) are very pleased to announce the pre-publication edition of *A Nation of Mystics*. We are currently in the process of collecting reviews and plan to have our final printing available for the public within the next months.”

The back-cover book description reads:

“In 1969 at the Woodstock Music Festival in upstate New York, over half a million people gathered to celebrate three days of peace and music, a single moment in time where all those present became one person in mind through shared psychedelic experience. From Woodstock the tribes moved across the nation and the globe, bringing with them the ideas that would help to shape a new world—the environmental and women’s movement, the fight for civil rights, ongoing peace efforts, and personal development through organic foods, yoga, and meditation.

“From the Victorian flats of San Francisco and the Berkeley campus, the mountains of Humboldt County and the deserts of Arizona, to Amsterdam, Mexico, and ashrams in India, this is a story of those who dared to dream and to imagine the possibilities of a nation of mystics.”

Editor’s note: Pamela Johnson, author of *Heart of a Pirate*, has contributed articles to *The Pen & Press* telling of her promotion and marketing of that book.



Cat Mulan’s Mindful Musings to Launch in Style

Margie Yee Webb, well known to members of NCPA and to members of California Writers Club (she is president of the Sacramento branch of CWC and very active in NCPA) has announced the March 12th launch of her gift book, *Cat Mulan’s Mindful Musings*.

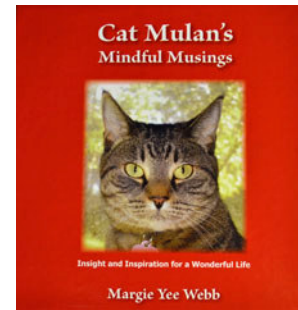
ings: Insight and Inspiration for a Wonderful Life. This combination of Margie's photographs and the sayings attributed to her lovely cat, named Mulan, has been much awaited, and is now a reality. The afternoon book launch will double as a benefit for local pet-related organizations.

Cat Mulan's Mindful Musings Book Launch & Pet Awareness Event

Margie Yee Webb is pleased to present *Cat Mulan's Mindful Musings: Insight and Inspiration for a Wonderful Life*, a gift book for cat lovers! Cat Mulan, philosophical and wise beyond her years, will capture your heart. Timeless photographs along with insightful and inspirational reflections will lift your spirits with humor and wisdom.

You are invited to *Cat Mulan's Mindful Musings* Book Launch & Pet Awareness Event to celebrate the release of her book and to learn how you can make a difference in the lives of cats and other companion animals. Bring your family and friends too!

Cats available for adoption! Raffle prizes! Free gift with purchase (while supplies last)!



- **What:** *Cat Mulan's Mindful Musings* Book Launch & Pet Awareness Event
- **When:** Saturday, March 12, 2011, 1:00 to 4:00 pm.
- **Where:** The Market Place, 11395 Folsom Blvd., Rancho Cordova 95742
www.marketplacerancho.com.
- **Who:**
 - Author/Photographer Margie Yee Webb
 - People for Animal Welfare in El Dorado County (PAWED),
www.pawedpets.org.
 - Animal Rescue League, www.arlcalif.org.
 - FieldHaven Feline Rescue (<http://www.fieldhaven.com/>)
 - Sacramento SPCA (<http://www.sspca.org/>)

A portion of the sale of every book will be donated to support the participating organizations.

Visit Margie on Facebook: <http://www.facebook.com/MargieYeeWebb>.

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

March 19, 2011. Group Genre Workshop. The popular annual group genre workshop will feature two topics: “Cashing In On Successful Short Stories” and “Publish Articles to Build, Bolster and Burnish Your Writing Identity.” Attendees will break into groups based on interest.

April 16, 2011. Frances Kakugawa, author of *Wordsworth the Poet* and *Wordsworth Dances the Waltz* will speak about writing children’s books. Learn more at www.francesk.org.

May 21, 2011. Lin Lacombe, a marketing and public relations consultant, will speak about marketing your book. Her presentation is titled, “From Passion to Publicity: Getting Your Book the Attention it Deserves.” Learn more at www.frompassiontopublicity.net.

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. (For further information, you may contact Ken Umbach, Ken@umbachconsulting.com. Employment demands have led the former contact, Bob Quinlan, to step away from managing the Writers Network.)

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

April 1, 2011. Stephanie Chandler, “Internet Marketing Strategies for Nonfiction Authors.”

May 6, 2011. Vina Parmar, “Creativity and Writing.”

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: March 11, 2011, April 8, May 13, June 10.

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, marshar@quicknet.com or visit CWC-Sacramento’s new website, <http://cwcsacramentowriters.org/>.

IBPA Publishing University Scholarship Opportunities

Please see <http://thepublishinguniversity.com/> for information on the May 22-23, 2011, Independent Book Publishers Association (IBPA) Publishing University in New York. This is a major event for independent publishers, and an important opportunity for learning and networking within the industry.

IBPA awards two full scholarships to each affiliate group for Publishing University. The estimated value of the scholarship is \$750.

Note that IBPA membership is required on the part of scholarship recipients. NCPA membership alone is not sufficient to qualify.

NCPA's board has authorized solicitation of applications for those scholarships AND has authorized a \$500 stipend for up to two recipients. The stipend will be paid AFTER the event and after the recipient has shared with NCPA members what he or she learned, through newsletter articles, presentation(s) to monthly meetings, email to the membership, or a combination of those methods.

If you wish to apply for one of the two scholarships available to NCPA members, you must be an NCPA and IBPA member in good standing. The procedure is as follows:

- Print the application form available at:
[www.ibpa-online.org/files/pdf/ScholarshipApplication\(2011\).pdf](http://www.ibpa-online.org/files/pdf/ScholarshipApplication(2011).pdf)
- Complete the form and keep a copy for your records. Be sure it is completely legible and that narrative attachment is kept within 150 words per response (four questions each require response).
- Mail three copies of the completed form and of the attached sheets to:

NCPA-Scholarship
c/o Ken Umbach
6966 Sunrise Blvd., #263
Citrus Heights, CA 95610

The application MUST be received not later than Tuesday, March 15th. That means that you should mail it, first class or Priority Mail, not later than Friday the 11th (and earlier is better to assure timely delivery). ALL applications received by March 15th will be forwarded to IBPA. Up to two may include recommendations from NCPA. Late or incomplete applications will not be considered. IBPA will send notification of scholarship recipients, if there are any among our members.

Attendees at the Publishing University must make their own travel and lodging arrangements and are liable for all related expenses. If the attendee is eligible for it, the NCPA subsidy will come later, as noted above.

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.

✓ Capitol Crimes chapter of Sisters in Crime presents FBI Special Agent Minerva Shelton, who will discuss the subject of human trafficking at the group's March 19 meeting, to be held at the Rancho Cordova Library beginning at 1:00 pm. Meetings are free and visitors are welcome to join the group at 11:30 at Perko's restaurant for an informal lunch get-together. See www.capitolcrimes.org for more details.

✓ Folsom Public Library 2nd Annual Local Author Fair. Saturday, April 9, 2011, 1:00 to 4:00 pm. This free event will feature NCPA member Naida West as the keynote speaker, area writing groups, book sales and signing by local authors, networking opportunities, prize drawings, and refreshments. CWC-Sacramento Branch will have a table and representatives at the fair. Authors interested may apply to participate. Space is limited. Applications are due by 5:00 pm, March 4, 2011. The application form is available on the CWC-Sacramento website: www.cwcsacramentowriters.org/wp-content/uploads/FolsomAuthorFair2011.pdf.

✓ Cindy Sample will participate in the annual Sacramento Library Foundation Fundraiser, "Authors on the Move," to be held at the Hyatt Sacramento on Saturday, March 5, 2011, from 5:00 to 10:00 pm. The event is an opportunity to wine and dine with over 45 local authors. For tickets contact www.saclibraryfoundation.org. For information on Cindy and her book *Dying for a Date*, see www.cindysamplebooks.com.

✓ UC Davis Extension (an NCPA "community partner") offers a 10 percent discount for members of NCPA. See <http://extension.ucdavis.edu/> for information on UCDE's programs. And see www.extension.ucdavis.edu/wordsinbloom for information about the Words in Bloom Writers Conference, April 29 – May 1, 2011.

✓ The membership renewal process has been completed and non-renewing members will be deleted from the roster and the mailing list. If you did not renew, this will be your last issue of *The Pen & Press*. If you have membership questions, contact membership chair Rosa Umbach. See page 11, below, for contact information.

✓ 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://bookloverscafe.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 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, April 23, 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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916-342-7556

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.