
The Pen & Press

September – October 2011



It's Fall – Time to Get to Work

By Barry Schoenborn, NCPA President

I hope you're having a great summer! It's a perfect time for taking it easy, having barbeques, and visiting relatives.

One of my great weeks was in mid-July, when I spent a week visiting my 85-year-old aunt in Dillon, Montana. My last living aunt/uncle is a great gal, and proves that a sense of humor is in the Schoenborn DNA. I had plenty of time to write, too.

So now we have fall fast approaching and it's time to get down to serious work.

I'm very happy to report that the most popular facets of NCPA operations are working very well. As always, it's due to the effort of several key board members.

- Norma Thornton is managing programs. We do all we can to bring you the most intriguing presenters. In September, the "intriguing presenter" is YOU. I will bring many outrageous questions for you, and rearrange our group into different sub-groups – paired sharing, facilitation groups, etc. This is "networking" without the stiffness.
- Laurie Hoirup is handling the QuickBooks accounting flawlessly.
- Jim Collins is maintaining the website and membership roster. And, I'll be asking *you* for website innovations. In particular, I'd like to see a much larger public push for authors/publishers who want it. But he can't do the work for you, folks – you have to chime in. Who wouldn't want one more channel for exposure? Jim will also be setting up the NCPA Facebook page.
- Jessi Graustein is putting out excellent newsletters.
- Ken Umbach is, as always, totally reliable with our meeting setup, mail pickup, gathering membership apps at meetings, and passing various bills (like voice mail) on to Laurie.
- Pamela Johnson is starting detailed planning for NCPA Awards 2012. We'll have lunch and I'll give her my years-old archive. She will craft an awards process with

better quality than ever! The Board will then want to review the concepts and the budget.

- Tom Kando and Matthias Mendezona are working with details of our structure (especially non-profit status) and other knotty issues that we rarely think about.
- I'm responding to all the odd queries that come in from the website. And, as you may have seen, we have some very strange ones. For example, there's one young man in Uganda who simply wanted us to get his book published. No can do, sir. I can advise, but I can't do it for you.

Our meetings seem to be our most appealing attractions, followed by the newsletter and the website. However, we can't easily measure the value of postings to our group, and the one-on-one help that follows. I've tried to give help and I've gotten help. I'm especially grateful to members who reviewed my book, *Medical Dosage Calculations for Dummies*.

So NCPA is looking solid and stable. We even get new members from time to time, although we should conduct periodic membership drives to bring to new participants into the fold.

I will also say that several elected and appointed board members would be excellent candidates for President next year. And *you* are welcome to volunteer for any task at any time! NCPA doesn't run in a vacuum, you know.

I hope we'll have at least two half-day seminars this year. Low-cost and high-yield. Those seminars will give you things you can't get in a 60 minute presentation at a meeting. Why? You may not believe this, but all my one-on-one queries show that we have two "learning difficulties" – computer skills and writing skills. Since I've been using computer since the Stone Age, I'm more than ready to wrestle with the first one.

So we're moving into fall. Your work is to write, publish, promote what you publish, and learn.

Barry Schoenborn
www.willowvalleypress.com

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.

- October 8, Frances Kakugawa.
- 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.

How you can publish via Smashwords

By Carol Anita Ryan



Publishing on Smashwords is not for everyone, but sometimes it makes good sense. Here's how to do it.

The key to writing for publication via Smashwords is to study the *Smashwords Style Guide* before you do anything else. It is free and available for downloading. In fact everything you need to know is explained on the website www.Smashwords.com.

You should write with Microsoft Word and avoid the urge to use fancy formatting, because (think about it) an eBook has to be able to adapt to all kinds and sizes of fonts, various orientations, etc. That is why you can't pre-format a page. You have to start thinking about format in a new way for eBooks.

Study the Style Guide and strip your Word document of unneeded formatting as required. Then you upload your Word document onto the www.Smashwords.com site per directions. Smashwords takes in your Word document and spits out the top ten formats used by ereaders. You will have the opportunity to provide information—marketing material—about yourself and your work, what the price should be etc. I embed my book trailer on my book's page <https://www.smashwords.com/books/view/29559>

(It's worth taking a look at if you haven't seen it yet!)

Getting your eBook accepted into the Smashwords Premium Catalog is your goal, since that provides you with automatic distribution to most of the major online retailers (Barnes & Noble, Apple, etc.) around the world. ***The fabulous thing about Smashwords.com is that it is free.*** Smashwords handles distribution of your eBook and computes sales figures (giving up-to-the-minute info about sales or free sample downloads). You specify price (with some requirements by Apple, for instance), and Smashwords pays you 70% of the sales price/ copy sold.

Very soon after submitting your work to the Premium Catalog you will learn if it's accepted. If not, you'll be given the reasons why. In my case I had some problems with Chapter Headings and links to the Table Of Contents, and some photos were too big to fit in the margins. After re-studying the Style Guide, make corrections and resubmit. Once accepted, it is about a week before your work is available to online retailers—just as if you were a famous author! To make it so, you can get help via the *Smashwords Marketing Guide*.

As the author you can download your publication in any of the several formats that Smashwords provides. You can also monitor sales, change the price, offer coupons etc.

For example a Smashwords author, Edward Patterson, set up ‘Operation eBook Drop’, a free eBook program for U.S. troops in Iraq and Afghanistan, and it was easy for me to send coupon info to interested military members.

I also sell an eBook version of *Right Now Is Perfect* for Kindle on Amazon. Smashwords is much easier to use, and oddly enough the standards for acceptance are much higher than for Kindle submissions on Amazon.

So, what are you waiting for? Smashwords even has marketing tips to help you sell eBooks. See the Facebook site for even more info!

Jo Anna Philips’ Book Sells Out

A Special to *The Pen & Press*

The first printing of Jo Anna Philips book sold very well. In fact, it sold out. The second printing just arrived and copies are going out fast.

Copies are going to 167 stores in 40 cities. Jo Anna also says that her book signings are going very well, especially at the American Cancer Discovery Shops.

Title: “The Savvy Shopper's Guide to Thrift & Consignment Stores: Greater Sacramento, Reno/Tahoe.”

Author: Jo Anna Philips

ISBN: is 978-09829268-1-9

It's available through Amazon, select thrift/consignment stores, and on her website, <http://www.joannaphilips.com>. The book is published through Jo Anna’s company, The Philips Group, Inc.

Poem: The Newsletter

A Special to *The Pen & Press* by Norma Jean Thornton

You sit up all night

To get it just right

This newsletter for your Club

You rewrite and tweak

And edit all week

You don't want it to wind up a flub

You move things around to fix it your way;
Sit at the computer 12 hours each day

Now there's enough
You have plenty of stuff

Deadline is near

Finish it now
You surely know how

So never fear:

Fold it and label
Stamp it and staple

Now it's all done
This has been fun?

It's ready to go - it's in the mail
Time to start next month's – let's hope you don't fail!

California Writers Club, Sacramento Branch Activities

CWC-Sacramento Branch, 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 immediate past president of the Sacramento Branch of CWC, and author/photographer of “Cat Mulan’s Mindful Musings: Insight and Inspiration for a Wonderful Life,” 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. **NEW Location:** Luncheon meetings are held at El Torito Restaurant, 5637 Sunrise Blvd. (between Madison and Greenback), Citrus Heights, CA 95610. Meeting fee is \$12 for members and \$14 for non-members, and includes a buffet lunch. (**Note:** New location due to change of ownership of Point West Plaza where the previous Luau Garden was located.) <http://www.cwcsacramentowriters.org/>

Upcoming California Writers Club, Sacramento Branch, Luncheon Meetings

September 17, 2011

Ross Rojek, editor of *Sacramento Book Review* on “Using Changes in Book Reviewing to Promote Your Books.”

October 15, 2011

Michael Troyan, author of “MGM: Hollywood’s Greatest Backlots” on coffee table books.

November 19, 2011

Leigh Rubin, cartoonist and author of “The Wild and Twisted World of Rubes” on “Rubes” and meeting deadlines.

December 11, 2011 (Sunday)

Holiday Social – Join us for the 4th Annual Holiday Social at Romano’s Macaroni Grill in Folsom. 1-3 p.m. Details will be announced.

The CWC-Sacramento Branch Writers Network

The CWC-Sacramento Branch Writers 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. **Contact:** Bob Quinlan, bobquinlan1@comcast.net.

Upcoming Writers Network Meetings

October 7, 2011: TBA

November 4, 2011: TBA

December 2, 2011: TBA

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). **Contact:** Julie Bauer, joolieb@aol.com.

Upcoming dates: **September 9, 2011; October 14, 2011; November 11, 2011; December 9, 2011**

Special Event – “An Evening With Writers”

California Writers Club, Sacramento Branch is celebrating California Writers Week in October! California Writers Week is October 16-22, 2011.

You are invited to join us on Tuesday, October 4, for “An Evening With Writers” featuring author and poet Frances Kakugawa, and authors A.K. Buckroth, Amy Rogers, Carol Ryan, and Margie Yee Webb. They will read from their works; share their experiences, writings, and writing advice; and be available to autograph books.

What: “An Evening With Writers”

When: Tuesday, October 4, 2011; 6 p.m. – 8 p.m.

Where: Luna’s Café & Juice Bar

1414 16th Street

Sacramento, CA 95814

Authors:

-Frances Kakugawa*, “Breaking the Silence: A Caregiver’s Voice”

-A.K. Buckroth, “My Diabetic Soul: An Autobiography”

-Amy Rogers, “Petroplague”

-Carol Ryan*, “Right Now is Perfect”

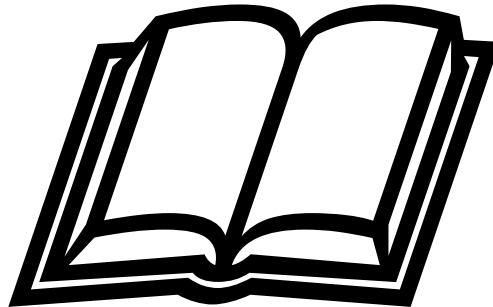
-Margie Yee Webb*, “Cat Mulan’s Mindful Musings: Insight and Inspiration for a Wonderful Life”

***Note:** Frances, Carol and Margie are also NCPA members.

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.

- ✓ New member Colene Sawyer will be sharing about her book *FISHING BY MOONLIGHT* during September's Member of the Month time. She "made lemonade out of lemons" while writing this book and hopes you'll come to the meeting to find out how and why.
- ✓ Cindy Sample announces the release of *DYING FOR A DANCE*, the sequel to *DYING FOR A DATE*, a humorous romantic mystery series published by L&L Dreamspell which is set in Placerville and Lake Tahoe. The launch party for *DYING FOR A DANCE* will be held on October 22 at the Market Place at 11395 Folsom Blvd, Rancho Cordova from 1:00 to 4:00. Enjoy delectable desserts, chocolate and wine tasting and a ballroom dance demonstration.
- ✓ 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 Jessi Graustein, editors@foldedword.com.

Use **NCPA NEWSLETTER** (exactly and only that) as the email subject heading. That helps in finding 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 916.624.4988.

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 11:59 p.m., Saturday, October 22, 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. Send to editors@foldedword.com.

— Jessi Graustein, 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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Board of Directors of NCPA

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

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Awards

Position is open!

Speakers Bureau

Position is open!

Annual Conference

Position is open!

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.