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# The Pen & Press

March – April 2012

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Unexpectedly, and as a result of the unfortunate illness of editor Jessi Graustein, I am, for the moment, the interim editor of *The Pen & Press*. Thanks to Jessi for her work these last several months, and best wishes for a quick and

complete recovery.

**Important! NCPA's annual election of officers is to begin shortly. The steps are simple: (1) Nominations; (2) Voting. Then the new officers take their positions on May 1, 2012, and will be introduced with a ceremonial handing-over of responsibilities at the May meeting.**

We will have several offices to fill: President, Vice President, Secretary, Treasurer, and Communications Director. As of deadline for this issue, no list of candidates is available. **Watch your email for notices of procedures and opportunities to nominate yourself or another NCPA member for an office.**

After about eight years with one or more roles on the board, I am stepping away as of May and will not be a candidate for any office or available for appointment to any board position. (Between you and me, I have five books in the pipeline, including two I am writing, and need to focus more time on what it takes to make those happen over the coming year or two.)

NCPA has a wide range of talented individuals who can fill the offices and appointed board positions with distinction, but it is essential that volunteers step up to accept those roles. Resources, in the form of established practice and the experience of previous board members, are available to help new officers and board members develop their skills in these important roles.

In other news, the annual Awards Dinner is scheduled for Sunday, April 29, 2012. **Note the change to a SUNDAY event.** More information is inside this issue of the newsletter, and a reservation form will be coming in the mail to NCPA members. The dinner is always a festive event. This year's dinner and awards ceremony will be no exception, featuring a fine dinner plus entertainment and presentation of awards. Members and their guests may attend at a special price, so be sure to take advantage of this opportunity to round out our year and to acknowledge the efforts of entrants into the awards competition.

Meanwhile, we are living in a time of rapid change in the publishing world. The pace of change seems to be accelerating, with the explosive growth in electronic book reading devices (e-readers) and the difficulties faced by bricks-and-mortar bookstores (RIP Borders). Our April meeting will feature a presentation by Pamela Johnson and Phil Silver on what they learned at the March 2012 IBPA Publishing University. That event is a comprehensive source of information and insights, so we can expect to learn much through Pamela and Phil's reports. Our March meeting will feature member networking, an expanded opportunity for self-introductions and questions-and-answers. As always, meetings are at Merrill Gardens Retirement Community, Citrus Heights.

—Ken Umbach, interim editor

## **March 10, 2012 Meeting to Feature Member Networking**

In a return of a popular occasional format for NCPA's monthly meetings, March will feature expanded opportunities for self-introductions, questions-and-answers, and exchange of information among members and visitors.

If you have books you would like to show off, be sure to bring copies. And remember that NCPA encourages members to donate a copy of each of their books to Merrill Gardens for use of its residents.

## **April 14, 2012 Meeting to Feature Reports on IBPA Publishing University**

Pamela Johnson and Phil Silver will report on what they learned at the IBPA Publishing University in San Francisco in March 2012. Pamela was recipient of the IBPA Publishing University Scholarship, plus stipend from NCPA, and Phil received underwriting of some of his expenses in connection with attending. Both Pamela and Phil are experienced writers and independent publishers, well known to NCPA members. Pamela is this year's Awards Chair.

## **Other Future Meetings**

The May 12, 2012 meeting will include introduction of new NCPA officers and other board members, and a look at the year past and the year ahead. Our featured speaker will be mystery author Cindy Sample (*Dying for a Date* and *Dying for a Dance*). The May/June issue of *The Pen & Press* will include more about Cindy and her planned presentation.

## **Book Awards Dinner to be Held April 29, 2012**

*NCPA 2012 Book Awards Dinner*  
*Sunday, April 29, 2012, 6:00-9:00 p.m.*  
*Lions Gate Hotel and Conference Center, Old McClellan AFB*  
*3410 Westover Street*  
*Sacramento, CA 95652*

The Northern California Publishers and Authors Awards Committee is pleased to invite you to the 2012 Books Awards Dinner. The Awards Dinner will feature an evening of music with Steve Williams, our keynote speaker, McAvoy Layne, performing as Samuel Clemens, introduce the first annual NCPA Mark Twain Award to a member of our organization who represents an extraordinary contribution to the literary community, and present the NCPA Awards for books published in 2011.

Steve Williams, a northern California favorite, will delight you with his easy music of jazz, salsa, and classic songs.

McAvoy Layne, our keynote speaker, is the author of several works on Mark Twain, has appeared as the ghost of Samuel Clemens in A&E's biography of Mark Twain, and in the

Discovery Channel's Cronkite Award-winning documentary, *Adventures of Huckleberry Finn*.

The Mark Twain Award is given to Kiyoo Sato for her book *Dandelion Through the Crack* (republished as *Kiyoo's Story*) and for her tireless efforts in educating the public on the Japanese internment during World War II. Ms. Sato is also the honored recipient of the 2008 William Saroyan International Prize for Writing in nonfiction.

The highlight of the evening will be the presentation of awards for books published in 2011 in the areas of Fiction, Nonfiction, Children's Literature, and Open, a category for unique works.

To make your reservations, please complete the form that will be mailed to NCPA members. Return the form along with your check for \$15.00 per reservation in the included self-addressed stamped envelope. To ensure your reservations, your check must be received no later than Wednesday, April 25, 2012.

Should you have any questions about the dinner reservations, please call Brenda Bowen at (916) 225-5515.

*Pamela Johnson, Chair*

*Brenda Bowen, Restaurant Coordinator*

*Pam Suwinsky, Entry Coordinator*

*Kimberley Edwards, Awards*

## **Author Postpartum: What Happens After the Book Release Frenzy Fizzles**

*By Stephanie Chandler*

For new authors, there's a special kind of joy you feel when you finish your manuscript, and then your book is finally published. You kick off a book launch, engage family, friends, and peers, and feel like you're on top of the world. Yet after all the fun and initial book sales, the frenzy passes and you're left wondering what the heck to do next.

It's a lot like bringing home a new baby. It's a joyous time in your life. But then the party is over, reality sets in, and you realize that you're not going to get to sleep in for the next 18 years—and you have a new responsibility that requires daily effort.

The thing about launching a new book is that we often put all of the focus into the launch and forget that book marketing is a marathon, not a race. You have to commit to ongoing promotion if you want your book to go the distance.

Also know that few authors have the luxury of promoting their books full time. Even New York Times bestselling authors have day jobs! So like the rest of us, you have to make the time. If you can carve out an hour each day and do three to five things to promote your book, you will keep the momentum going.

Here are some quick ideas:

- Create short videos and post them on YouTube, your website, and social media.
- Engage daily in social media. Always work on connecting with your audience.

- Write a new blog post.
- Comment on a blog post about a topic of interest to your target audience.
- Reach out to media. Contact a reporter to comment on a story and introduce yourself as a potential source for a follow-up story.
- Write a press release.
- Engage in an online group via LinkedIn or Facebook (one that reaches your target audience).
- Start your own group.
- Pitch yourself as a speaker to trade associations, groups, and events.
- Pitch yourself to an internet radio program.
- Have fun! If you view marketing as work that you resent, guess what kind of results will follow? But if you decide to embrace it and celebrate small victories, you might find that you actually enjoy the work—and the rewards.

Stephanie Chandler is the author of several books including *Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business*, *Booked Up! How to Write, Publish, and Promote a Book to Grow Your Business*, and *From Entrepreneur to Infopreneur: Make Money with Books, eBooks and Information Products*. Stephanie is also CEO of <http://AuthorityPublishing.com>, a custom publisher of non-fiction books, and <http://BusinessInfoGuide.com>, a directory of resources for entrepreneurs. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur*, *BusinessWeek*, and *Wired* magazine, and she is a blogger for Forbes.

## Alton Pryor Tackles “The Big Four” in Latest Book

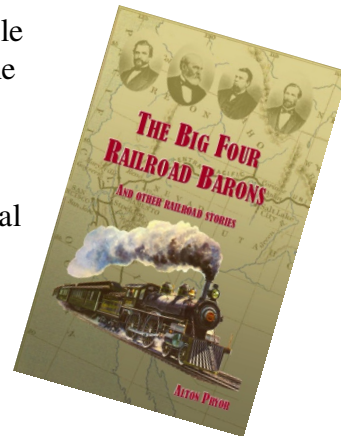
*The Big Four Railroad Barons and other Railroad Stories* is the title of author Alton Pryor’s newest book.

The Big Four—Collis Huntington, Mark Hopkins, Leland Stanford and Charles Crocker—ruled California government, both state and local, for thirty years.

The Southern Pacific Railroad, which they owned, was the single largest corporation in California and controlled 85 percent of the state’s railroad tracks. Huntington handed out bribes to state legislators, federal congressmen, local police and government officials with impunity. The Big Four owned the ferry services, local transit companies and wharf facilities, giving them a virtual monopoly on California transportation.

At political conventions, agents of the railroad freely circulated the convention floor and dominated the smoke-filled rooms, arranging the nomination of pro-railroad candidates. The Big Four had access to the floors of both the legislature and the senate. It was a difficult task, but Californians finally had enough and decided to bring down the Big Four.

You’ll find this new book by Alton Pryor a stimulating read that clearly illustrates “how not to run a government.”



You can get a signed copy of the book by calling 916-771-8166. The price of the book is \$14.95. You can also find the book at [www.stagecoachpublishing.com](http://www.stagecoachpublishing.com), the author's site.

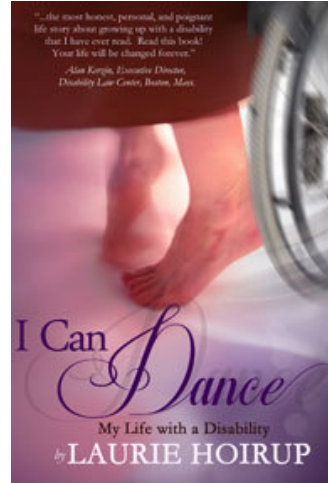
## Laurie Hoirup's Memoir Published

*Special to The Pen & Press*

Laurie Hoirup, NCPA treasurer and active member of California Writers Club, Sacramento Branch, relates her life in a newly published memoir. The book, *I Can Dance: My Life with a Disability*, tells of Laurie's upbringing, education, and accomplishments up to her time as chief deputy director of the California Council on Developmental Disabilities.

Laurie's life has played out alongside a form of muscular dystrophy (MD) called spinal muscular atrophy (SMA). Although Laurie has used a wheelchair (or equivalent) since age five or six, with the support of family, friends, and colleagues she completed a bachelor's degree and a master's degree.

In a cover letter that accompanied review copies of the book before its publication, publisher Ken Umbach (Umbach Consulting & Publishing, Citrus Heights, California) had this to say:



Laurie's narrative, titled *I Can Dance* for reasons that become clear in the book, is frank, intimate, detailed, and revealing. If it were not for the lifelong physical disability that is a continuing thread in the story, the memoir would be that of a more-or-less typical product of the 1950s and 1960s. Family, friends, schooling, relocations, romances, risk-taking, employment, and a whole range of choices, from the foolish and impulsive to the prudent and well planned, through life to parenthood and grandparenthood — all of this is the stuff of which life is made in varying proportions for all of us.

The book includes a foreword by Catherine Campisi, Director, California Department of Rehabilitation (retired), and disability advocate.

In the introduction, Laurie outlines her purposes in writing the book:

*I Can Dance* is about my life as an individual with a physical disability and about the people and experiences that have enabled me to live my life. As you read the book, you will understand the meaning and significance of the title. I wish to be a role model for other individuals with disabilities, to show them anything is possible, even with a severe disability. At the same time, I hope to enlighten health care providers, who too often are unaware of the full range of life lived by people with disabilities, especially those with serious, obvious disabilities. I hope to explode myths and raise expectations.

I share my successes, failures, insecurities, parents, childhood, teen years, school experiences, education, sexuality, marriage, children, divorce, employment, the

love of my life, and anything else I believe will allow others to experience my life.

The purpose is also to teach family members and friends of individuals with disabilities what it means to be in their lives and the important role they play.

List-priced at \$19.95, the book is in trade paperback. It is also available in a Kindle edition for \$7.99. Other ebook formats are planned.

## 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, 11 a.m. to 1 p.m., on the 3rd Saturday of every month except July, August, and December. Location:

Luncheon meetings are held at Tokyo Buffet, 7217 Greenback Lane (between San Juan Avenue and Fountain Square Drive), Citrus Heights, CA 95610. Meeting fee is \$12 for members and \$14 for non-members, and includes a buffet lunch.

<http://www.cwcsacramentowriters.org/>

Upcoming California Writers Club, Sacramento Branch, Luncheon Meetings

**March 17, 2012.** Writers Judith Horstman, Kate Asche, and J.T. Long will participate in a panel discussion on "Making Your Work Come Alive."

**April 21, 2012.** Dr. Andy Jones, Author, Poet, UC Davis Faculty Member and Radio Talk Show Host, will present during National Poetry Month.

<http://www.poetrytechnology.com/>

**May 19, 2012.** Presentation by Patricia Fry, a literary and manuscript consultant, an editor, and a teacher. See [www.PatriciaFry.com](http://www.PatriciaFry.com)

## 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, CA (west side of Sunrise, north of Zinfandel). Participants include book, newspaper, magazine, and trade journal writers.

Upcoming Writers Network Meetings

- March 2, 2012: Blog Whisperer Jerry Kennedy. <http://jerrykennedy.com>
- April 6, 2012: To be announced.
- May 4, 2012: To be announced.

## 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, 6111 Sunrise Blvd., Citrus Heights (Sunrise just south of Greenback). Contact: Julie Bauer, joolieb@aol.com.

Upcoming dates: March 9, 2012; April 13, 2012; May 11, 2012

## CWC Sacramento Branch Writing Academy Session

April 7, 2012, 9 a.m. to 3 p.m. (registration begins at 8:30 a.m.): **Plot Whisperer Martha Alderson workshop: “Plot Intensive: Transform Your Writing Through the Universal Story, Plot at the Overall Story Level.”** Hosted by the California Writers Club, Sacramento Branch. Fee range: Early Bird by March 10, \$85 for CWC members / \$99 for non-members; and after March 10, \$95 for CWC members / \$109 for non-members; includes coffee and lunch buffet. Dante Club of Sacramento, 2330 Fair Oaks Blvd., Sacramento, CA 95825. The CWC member fee is extended to NCPA members.

**For more information, visit [www.CWCSacramentoWriters.org](http://www.CWCSacramentoWriters.org) or contact Margie Yee Webb at [Margie@CatMulan.com](mailto:Margie@CatMulan.com) or 916-213-0798.**

This is Martha’s exclusive appearance in the Greater Sacramento Area!

**Dante Club of Sacramento  
2330 Fair Oaks Blvd. (near Howe Ave.)  
Sacramento, CA 95825**

Register via PayPal: <http://www.cwcsacramentowriters.org/> or register by mail: complete the registration form and mail with payment. You can find the form at [www.cwcsacramentowriters.org/wp-content/uploads/Martha-Plot-Worshop-4-7-2012.pdf](http://www.cwcsacramentowriters.org/wp-content/uploads/Martha-Plot-Worshop-4-7-2012.pdf)

Lunch buffet is included, featuring a special menu from the highly-regarded Dante Club.

**Early registration is encouraged, as Martha’s sessions sell out.**

## 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.

✓ NCPA member Margie Yee Webb’s photo-illustrated gift book *Cat Mulan’s Mindful Musings* received a positive review in the *Midwest Book Review*:

*Cat Mulan’s Mindful Musings: Insight and Inspiration for a Wonderful Life* blends words of wisdom for living well with the illustrative photographs of an intelligent silver tabby cat from kittenhood to adulthood. For example, one page has the suggestion “Indulge in some old time rock and roll to soothe your soul,” underneath a picture of Mulan as a kitten playing with a rolling carpet toy; a later page has “When the intensity of a situation takes you to the edge, step back and reevaluate,” and a photograph of the adult Mulan looking behind herself while



sitting on a roof. The practical, positive-minded advice combined beautiful photographs any cat lover will enjoy make *Cat Mulan's Mindful Musings* a wonderful gift book. Highly recommended.

–Midwest Book Review, Small Press Bookwatch, January 2012, Reviewer's Choice; [www.midwestbookreview.com/sbw/jan\\_12.htm#rc](http://www.midwestbookreview.com/sbw/jan_12.htm#rc)

✓ Margie and NCPA member Kim Edwards attended the February 2012 San Francisco Writers Conference. Here they are pictured with IBPA Executive Director Terry Nathan.



Left to right: Kimberly Edwards, Terry Nathan, Margie Yee Webb.

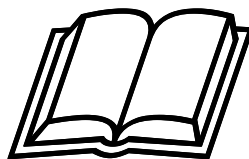
✓ Laurie Hoirup will be speaking and presenting her newly published memoir, *I Can Dance: My Life with a Disability*, at The Marketplace, 11395 Folsom Blvd., Ranch Cordova, Saturday, March 24, 2012, 1 to 4 p.m. For more information on Laurie and her memoir, see [www.laurieslegacy.com](http://www.laurieslegacy.com). The book is published by Umbach Consulting & Publishing, Citrus Heights, California.

✓ Margie Yee Webb is a co-creator of *Not Your Mother's Book . . . On Cats* and is looking for cat stories. Not Your Mother's Book, a new anthology series by Publishing Syndicate, is accepting non-fiction stories for other subtitles, including On Being a Teacher, On Being a Woman, On Dogs, and On Writing. For information and to submit stories, visit [www.PublishingSyndicate.com/](http://www.PublishingSyndicate.com/). Questions? Contact [Margie@CatMulan.com](mailto:Margie@CatMulan.com).

✓ 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 Interim Editor

Send your articles and announcements for the May/June 2012 to Ken Umbach, [ken@umbachconsulting.com](mailto:ken@umbachconsulting.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.

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 . . . .** 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 [ken@umbachconsulting.com](mailto:ken@umbachconsulting.com).

— Ken Umbach, interim 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

*The following list is updated for 2011-12*

### **President**

Barry Schoenborn  
barry@wvswrite.com  
530-265-4705

### **Vice President**

Matthias Mendezona  
matthias.mendezona@gmail.com  
916-344-5724

### **Secretary**

Tom Kando  
Kandotom@csus.edu  
916-852-0253

### **Treasurer**

Laurie Hoirup  
lauries.legacy@yahoo.com  
916-469-7695

### **Communications Director**

Ken Umbach  
ken@umbachconsulting.com  
916-722-6897  
916-812-9178 (cell)

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

### **Publicity and Programs**

Norma Jean Thornton  
normathornton@yahoo.com  
916-991-5751

### **Website**

Jim Collins  
jim@jcwwrite.com  
209-566-0935

### **Membership**

Jim Collins  
jim@jcwwrite.com  
209-566-0935

### **Newsletter (interim)**

Ken Umbach  
ken@umbachconsulting.com  
916-733-2159

### **Past President**

Elva Anson  
elvawriter@emidrapublishing.com  
916-961-7182

### **Awards**

Pamela Johnson  
info@stoneharbourpress.com  
530-692-9978

### **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.