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# The Pen & Press

September – October 2012

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Northern California  
publishers & authors

Fall already. How did that happen?

Well, be that as it may, we have a full schedule for the upcoming months. Included are monthly meeting presentations by NCPA president **Ted Witt** (September), bestselling novelist **James Rollins** (October), and yours truly, **Ken Umbach** (November). See inside this issue for more information.

This issue also features news of NCPA's planned **anthology of members' writing**, an article on Esther Franklin's latest book, a heads-up about Smashwords founder **Mark Coker's** September 29<sup>th</sup> workshop/Seminar sponsored by our sister organization, California Writers Club, Sacramento Branch, and a host of notices and announcements.

Some housekeeping: the NCPA **telephone voice mail box** has evaporated. We received few calls at that number, and the board revisited its continuance, deciding to let it lapse. For the time being, Ted Witt has offered his own number for inquiries about NCPA. We are also closing our O Street (Sacramento) **physical mail box** in favor of a Citrus Heights address (my own business mail box), at least for the time being.

NCPA will not be holding a 2013 **conference**, as the project was infeasible on account of costs and space availability. However, we will have a **book awards dinner** on Saturday, April 27, 2013. The place, time, and cost are to be announced. We have a distinguished and very popular author scheduled to emcee the event, so stay tuned for more information as the date approaches.

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On a recent visit to Occoquan, Virginia, my wife and I happened across an author signing books at a local shop. The author, former California resident Ellen Crosby, writes mysteries with a "Wine Country" theme. I bought one, of course (*The Merlot Murders*). The encounter is a reminder that bookstores still have a place and that local appearances can gather new readers. By the way, although we in California are familiar with the abundance and variety of high-quality California wine, the State of Virginia prides itself on its own wines. (I brought home a bottle of Virginia-made Pear Port. Really!) Ms. Crosby sets many of her mysteries in Northern Virginia's own wine country, but also has written one set in what is also familiar territory for her, Northern California's Napa Valley. Maybe she should join NCPA as another member of our East Coast contingent.

— Ken Umbach, interim editor

## September 8, 2012 Meeting to Feature Ted Witt

*September's featured presentation, by NCPA president Ted Witt, will be titled "The Seven Disciplines of the Independent Publisher." Here is an overview of what we have on tap.*

Gold-medal Olympic athletes have a proven pathway to success; it's not just practice, but also diet, lifestyle, psychology, and, in many cases the application of technology.

The same is true in business. The regimens of a successful business, including independent publishing, can be traced to the execution of a set of fundamental disciplines.

NCPA President Ted Witt has identified seven disciplines necessary and fundamental to the success of independent publishing, self-publishers, authors, and aspiring writers. That will be his topic when he speaks, Saturday, September 8, at the monthly NCPA meeting at Merrill Gardens in Citrus Heights.

These disciplines not only apply to the writing craft, but also to business functions and personal habits, Ted says, planning to leave meeting participants with an action plan that will equip them with a foundation for publishing success.

Ted is the publisher behind Pretty Road Press, a Folsom business that specializes in books for school business and in content syndication for websites, newsletters and other media.

Our current NCPA president began his professional writing career early, as a high school student, writing advertising copy for local newspaper advertisers. But a degree in journalism from Cal Poly in San Luis Obispo pushed him into newsrooms and the daily deadlines associated with hard news.

As a staff writer for a daily newspaper, he interviewed senators and members of Congress, Nobel-Prize winning scientists and revolutionaries, kindergarten students and beauty queens. He has quizzed prominent figures such as Jimmy Carter, Secretary of Defense Leon Panetta, and the Champion of Green, Ralph Nader. Reporting brought him into daily contact with newsmakers. "It taught me that there was almost nothing I could not find out by talking to people and researching records," he said.

Covering news of schools during the reform movement of the early 1980s was the springboard for Ted's transition into public relations and eventually school business. He was the editor of trade publications for school administrators before becoming the Director of Community and Government Relations for the San Juan Unified School District in Carmichael, and then the statewide Executive Director of the California Association of School Business Officials.

His path into business management, the dot-com world, and consulting has taught him that good writing is the foundation for any career, but good writing alone is not enough to propel stories into the marketplace. A successful independent publisher is well rounded, has a keen business sense, works well with people, and understands marketing. "These are among the top seven disciplines needed by today's small publishers," said Ted. "They can be learned and practiced, and all who put in the work can be successful."

In addition to his current work in content syndication and publishing, Ted consults for schools across the United States through the Epylon Corporation based in Lafayette, California.

## October 13, 2012 Speaker: Novelist James Rollins

By NCPA's speaker coordinator Norma Jean Thornton

*New York Times* bestselling author of thrillers James Rollins will be our guest speaker at the October 13, 2012, meeting of NCPA. Included in his more than 22 books, is his movie novelization of *Indiana Jones and the Kingdom of the Crystal Skull* (currently showing on cable TV stations.)

Jim's topic will be "**How to Put The Thrill Back Into Your Writing.**" From first page to last, learn real-world practical techniques to build stories that will keep readers turning the pages until late in the night.

James Rollins is the *New York Times* bestselling author of thrillers, sold to over thirty countries. He is a former veterinarian here in Sacramento, whom you'll often find underground or underwater as a caver and scuba diver. His "Sigma Force" series has earned national accolades and hit bestseller lists around the world. His most recent Sigma thriller, *Bloodline*, hit the stands in June 2012. He also writes a middle-school adventure series featuring Jake Ransom, boy archaeologist, and has finished the first book in a collaborative project with award-winning mystery writer, Rebecca Cantrell, titled *The Blood Gospel*.

Browse through Jim's excellent website for more information on not only his books, but also great tips for writers, plus more ... check it out: **Jamesrollins.com** (excerpts follow).

Jim has brought readers at least one book a year since his first thriller, *Subterranean*, was published in 1999. His novels have been deemed perfect "summer reads" by reviewers in publications as diverse as *People* magazine, *USA Today*, and *Publisher's Weekly*. His books have been translated for readers in 32 countries outside the United States.

The exotic locales of James Rollins novels have emerged as a hybrid between imagination, research, and Jim's extensive travels throughout the United States and Europe, as well as New Zealand, the South Pacific, China, Southeast Asia, Africa, Australia, and South America. Recent travel includes book tours and stops across the country and several European nations, meeting readers and giving talks, seminars, and media interviews

In recent years, much of Jim's travel has involved meeting readers in small and large groups, at writing and fan conferences, and even at seagoing seminars. Jim's mentoring skills and generosity have made him a popular writing instructor and guest speaker for workshops, symposia, conventions, and other forums throughout the country. He is among the core faculty of the annual Hawaii Writers Conference and Retreat.

In 2005, Jim joined other luminaries in the genre to create International Thriller Writers, Inc., to recognize and promote the thriller genre, to provide opportunities

for mentoring, education, and collegiality among authors and industry professionals, and to grant awards for excellence in the genre. In 2009 Jim served as the Co-President of ITW alongside Steve Berry.

*Editor's note: come early, as the meeting is expected to be very well attended.*

## **Other Future Meetings**

The November meeting will feature yours truly, NCPA newsletter editor and communications director Ken Umbach, talking about “The Pursuit of Publishing: An Unvarnished Guide for the Perplexed.” This will be an across-the-board overview of publishing options, from standard commercial publishing to self-publishing, subsidy publishing, and other variations, plus my rant on the uses and misuses of publishing and self-publishing terminology.

Our December meeting will be the popular “Book Display” meeting, plus member networking. This is an opportunity for members to show off their published books and to talk informally about publishing, promoting, and marketing.

In January, Barnes & Noble representative Michael Troyan will discuss how to get self-published and independently published books placed in Barnes & Noble stores.

We can look forward to visit coming from another bestselling author in 2013. Stay tuned for news of that event.

## **NCPA's Anthology: Deadline Approaches**

NCPA president Ted Witt advises, “Get Writing Practice and Exposure as an Author; Participate in our Anthology Project.” Deadline, Saturday, November 10, 2012.

- The more exposure you have as a writer, the bigger the audience for your books.
- The more practice you have writing and working with editors, the better your work will be.

NCPA is offering both of these opportunities for its members this year: exposure and practice. We will be publishing an anthology of members' work to be marketed as a book to the Northern California community and the wider book market online.

No gimmicks. No contests. No fees. We just want to showcase the writing of our members, and in so doing, practice the art and the business that leads to publishing excellence. Take advantage of the opportunity to get published and be marketed as a Northern California author.

If you have recently written a local history book, consider adapting your content for shorter piece in our anthology. Are you working on a memoir? Pull out a story and send it into the Anthology Project.

Do you specialize in self-help? Write an article giving advice. Got opinions? Write an essay.

Maybe you are a romance writer. We're taking submissions in fiction, too, so turn one of your scenes into a short story for the Anthology Project. Are you a mystery writer? We challenge you to close a case in 3,000 words.

The deadline is Saturday, November 12, 2012. Send submissions in Microsoft Word format to TedWitt@PrettyRoadPress.com, and check out our submission guidelines on the NCPA website at [www.norcalpa.org](http://www.norcalpa.org).

By submitting manuscripts, authors are agreeing to participate in traditional publishing tasks, including accepting the editing of their work, dialogue with an editor, their approval of final changes, and proofreading PDF galleys prior to publication.

The anthology will be released as a print book at the NCPA Awards Dinner on Saturday, April 27, 2013.

"Get writing," Ted advises, "there's nothing like a deadline to force you into completing a project."

## Esther Franklin Focuses on Thomas Jefferson

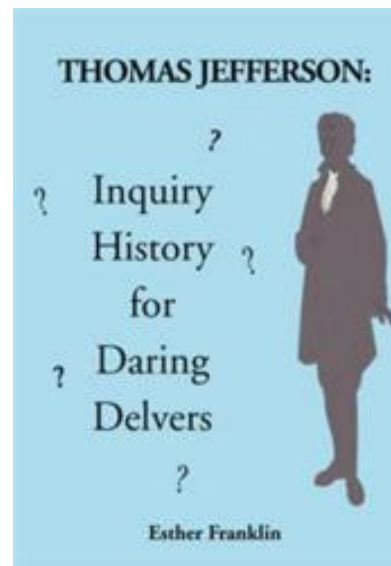
*Special to The Pen & Press*

### Book Bares Thomas Jefferson's Contributions to America and its People

Esther Franklin's new book, *Thomas Jefferson: Inquiry History for Daring Delves*, is a deftly crafted volume and valuable resource that offers extensive, and not widely known, information about that prominent American Founding Father

Thomas Jefferson was an enduring remarkable symbol of freedom who made tremendously significant changes in America's history. He became the third President of the fledgling United States of America, helped author the Declaration of Independence and the Virginia Statute for Religious Freedom, and fathered the University of Virginia. He was a great inspiration, and still is an inspiration, to many; but how well do people know him? Readers will embark on an informative and historical literary adventure as author Esther Franklin unleashes significant information about this notable man and leader in her book, *Thomas Jefferson: Inquiry History for Daring Delves*.

This volume contains multiple questions that are reactions to the author's presentations about *The Others At Monticello*. The chapters in *Thomas Jefferson: Inquiry History for Daring Delves* are a collection of these presentations revised and expanded to include both new materials and feelings gained from different audiences. It is a result of more years of study of books, films, and recordings about Jefferson created since Franklin began her original research. This book guides the way to Jefferson's contributions to America's thinking and institutions. It is laden with quotes that lead readers to explore the most



fruitful research literature; it will help teachers direct their students' research to find answers about Jefferson's beliefs, and will be of interest to book clubs and reading groups.

Detailed, very informative, and designed for a wide audience, this book makes history enjoyable and entertaining while allowing readers to meet and learn more about Thomas Jefferson.

The book is published by Xlibris; 397 pages, hardback and trade paperback editions.

### **About the Author**

Esther Franklin's historical novel *The Others At Monticello* is the result of ten years of research. She lived in Charlottesville, Virginia., for three of those years and spent many hours at both of Thomas Jefferson's homes. She also used extensive resources at the Library of Congress and other institutions in addition to scholarly books about the third President of the United States. She became acquainted with a number of his descendants. Following publication of the book, she made presentations at educational meetings, such as California Council for the Social Studies and California Association of School Librarians as well as to other groups, book clubs and Humanist forums.

## **Go “Behind the Badge” with Retired Sacramento Police Officer’s Memoir**

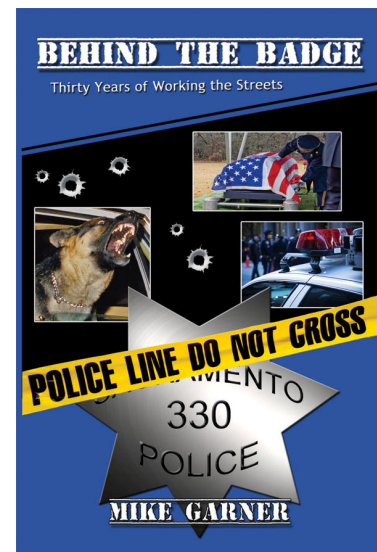
*Special to The Pen & Press*

Umbach Consulting & Publishing, of Citrus Heights, California, has published *Behind the Badge: Thirty Years of Working the Streets*, by retired Sacramento police officer Mike Garner. The book is available in trade paperback through the publisher and all the usual outlets as well as in ebook format (Kindle, iBookstore, Nook, Kobo, and others), facilitated by BookBaby.com.

Here is the book's summary description:

### **The truth about a street cop's life and work . . .**

Go behind the badge with Mike Garner, a thirty-year police officer who saw it all on the streets of Sacramento. From the anxiety of training, through the terror of facing armed criminals who have nothing to lose, to the horror of gruesome crime scenes, *Behind the Badge* takes you into the real world of police work. Straight from the heart, self-described “crazy cop” Mike Garner shows you what it's like to serve and protect the public. Whether it is the comedy of after-hours horseplay, the tragedy of telling a parent about a child's death, or the grim evidence at a violent crime scene, Mike Garner lays it all out. You will never look at a cop on the street the same way after reading *Behind the Badge*. Learn why police officers do what they do and see why even the simplest traffic stop can become a life-or-death moment. Live through academy training, bomb squad experience, chases



and arrests, triumphs and disasters, and the inner turmoil of responsibility for citizens' safety and well-being. Learn through a cop's eye view why so many police officers are at risk of stress-related illnesses, divorce, alcoholism, and suicide. In *Behind the Badge*, you'll learn the cold truth of what it's like to be a cop. Names have been changed to protect the guilty and the innocent, and particular incidents have been adapted to protect privacy while still conveying the essence of a police officer's life and work. Adult language and graphic, sometimes very disturbing, content.

Publisher Ken Umbach commented, "I am pleased to be offering this book for local readers as well as for readers across the country who are interested in what a cop's life is like. Sacramento-area residents might be startled to learn, from Mike's first-hand report, of the atomic bomb found in a Sacramento muffler shop, and, as Paul Harvey would have said, 'the rest of the story.' Dozens of short and often very dramatic chapters truly go 'behind the badge.'"

Trade paperback, \$15.00. Ebook, \$7.99. (List prices, U.S.A.)

## **Smashwords Founder Mark Coker Offering Workshop**

*Special to The Pen & Press*

### **Meet the Ebook Master: Exclusive Local Appearance September 29, 2012.**

There's never been a better time to look at options for publishing your book. NCPA members are invited to join the California Writers Club in learning from a leader on Saturday September 29 when Smashwords founder Mark Coker will present a seminar, "Let's Publish An Ebook LIVE! How to Produce, Distribute, and Sell Your Work in the Evolving Eworld."

Recently profiled in *Forbes* magazine, Mark will walk attendees through an info-packed agenda on the state of publishing, trends that guide commercial success, an introduction to ebook self-publishing, the secrets to success (based on Mark's own research, which includes 28 best practices of bestselling ebook authors), and a live demonstration. Mark will discuss decisions to be made when publishing, pricing, distributing and selling an ebook so that attendees can be more successful. He will offer insights on how readers discover books and on how to make a book stand out. Attendees will gain the knowledge to start the eworld journey with eyes wide open and an action plan in place. Mark will also give an easy-to-follow demo on formatting and uploading a book and will provide a brief guided tour of the free Smashwords ebook publishing platform.

Cost for the seminar, 9:30 a.m. to 3:00 p.m. at Cattlemen's restaurant in Rancho Cordova, is \$45 for California Writers Club members, a price also extended to NCPA members. The cost for non-members is \$55. Lunch, morning coffee and bagels are included.

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

Please note that a free sign-up bonus is being offered by Mark: a Smashwords thumb drive pre-loaded with at least one of Mark's ebooks (*Smashwords Style Guide*, *Smashwords Book Marketing Guide*, *The Secrets to Ebook Publishing Success*).

Hurry to sign up, as space is limited and a full house is expected.

## 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 and past 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, 11 a.m. to 1 p.m., on the 3rd Saturday of every month except July, August, and December. 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. See [www.cwcsacramentowriters.org/](http://www.cwcsacramentowriters.org/) for more information,

### Upcoming California Writers Club, Sacramento Branch, Luncheon Meetings

- **September 15, 2012.** Fred Setterberg, author of *Lunch Bucket Paradise: A True-Life Novel*, on writing the true-life novel. [www.fredsetterberg.com](http://www.fredsetterberg.com)
- **October 20, 2012.** Robin Martin, Founder, Two Song Birds Press (editors), and her partners will present a panel discussion on working with freelance editors. See [www.TwoSongbirdsPress.com](http://www.TwoSongbirdsPress.com) for more information.
- **November 17, 2012.** Karl Palachuk, author and speaker, will present “Publishing Your Own Book: What’s New, What’s Important, and What’s Essential.” See [www.SMBBooks.com](http://www.SMBBooks.com) for more information.

### 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

- **September 7, 2012.** Scott Thomas Anderson, award-winning journalist and author of *Shadow People: How Meth-driven Crime is Eating at the Heart of Rural America*, will speak on “Literary Journalism and the Enduring Power of Creative Non-Fiction.” See [www.scottthomasanderson.com](http://www.scottthomasanderson.com) for more information.
- **October 5, 2012.** Jeri Chase Ferris, award-winning children’s book author, with her new book, *Noah Webster & His Words*. See [www.jerichaseferris.com](http://www.jerichaseferris.com) for more information.
- **November 2, 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: September 14, October 12, and November 9, 2012.

### **Ebook Workshop on September 29, 2012: “Let’s Publish An Ebook LIVE! How to Produce, Distribute, and Sell Your Work in the Evolving Eworld.”**

California Writers Club, Sacramento Branch, presents nationally acclaimed ebook expert Mark Coker, founder and CEO of Smashwords and author of *The Secrets to Ebook Publishing Success*, Saturday, September 29, 2012, 9:30 a.m. to 3:00 p.m., at Cattlemen’s restaurant, 12409 Folsom Blvd., Rancho Cordova, CA 95670 (Highway 50 at Hazel Ave. exit). **Registration begins at 9:00 a.m.** Cost is \$45 for CWC Members (price also offered to NCPA members) and \$55 for nonmembers. Included morning coffee and bagels, plus lunch. Register by mail or PayPal. Free sign-up bonus! For details, see: [www.cwcsacramentowriters.org/2012/08/08/ebook-workshop-mark-coker-smashwords-founder/](http://www.cwcsacramentowriters.org/2012/08/08/ebook-workshop-mark-coker-smashwords-founder/).

Questions? Contact Margie Yee Webb at [Margie@CatMulan.com](mailto:Margie@CatMulan.com).

## **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, the Sacramento chapter of Sisters in Crime**, welcomes six authors of romantic suspense for their September meeting. Learn more about the romance genre as well as successful publishing tips from these local authors: Dee Brice, Donna Del Oro, Suz deMello, Lee Lopez, Loucinda McGary, and Jo Robertson. The meeting will be held on Saturday September 15 from 1:00 to 3:00 at the Rancho Cordova Public Library, 9845 Folsom Blvd. The meeting is free to the public. Go to [www.capitolcrimes.org](http://www.capitolcrimes.org) or contact Cindy Sample at [cindy@cindysamplebooks.com](mailto:cindy@cindysamplebooks.com) for more information.

✓ **Alton Pryor’s *Little Known Tales in Hawaii History*** has now officially been published in Japanese. Alton has recently received 25 copies from Hiro Sekine, his new Japanese friend who published the Japanese version. Alton is looking forward to signing copies of both the English version and the Japanese version at forthcoming trade shows. But Alton cautions, “Please don’t ask me to read the Japanese version to you.”

✓ **Frances Kakugawa’s** books are keeping her busy with out-of-state lectures and workshops. Event locations include:

- University of Nevada, Las Vegas
- New York City
- Virginia
- Los Angeles
- Hawaii

Frances will be launching her new children’s book of her “Wordsworth the Poet” series in Hawaii in October/November. In Sacramento, she leads two poetry writing support groups for caregivers and a Memoir Writing group. One of her caregiving support groups

is still open for new members. Writing in different genres has allowed her to build her platform in various areas: Caregiving, writing, poetry, teaching, memoirs and children's literature. Her next session on caregiving will be on October 11th, at the Sacramento Buddhist Church.

✓ The **California Writers Club, Sacramento Branch**, member discount will also be extended to NCPA members for CWC's Sept. 29th seminar/workshop with **Mark Coker**. See article in this issue of *The Pen & Press* with more information about that event.

✓ Cindy Sample (*Dying for a Dance* and *Dying for a Date*), Margie Yee Webb (*Cat Mulan's Mindful Musings: Insight and Inspiration for a Wonderful Life*), and Jennifer Walker (*Bubba Goes National* and *Bubba to the Rescue*) will be signing their books in Apple Hill during Art in the Orchard on September 8 & 9, 2012, 11 a.m. to 5 p.m.. Look for them at Rainbow Orchards, 2569 Larsen Drive, Camino, CA 95709. For details, see [www.eldoradoartscouncil.org/events/art-in-the-orchard](http://www.eldoradoartscouncil.org/events/art-in-the-orchard) .

✓ For the first time, local authors will be featured as part of the Delta Wine & Art Faire on October 7, 2012, from 12 noon to 4 p.m., at the Old Sugar Mill, 35265 Willow Avenue, Clarksburg, CA 95612. Sponsored by Carvalho Family Winery, the event will also include artists, live music and wine tasting. Cost is \$20 per person. Authors will include NCPA members: Laurie Hoirup, Jeanne Johng-Nishikawa, Pamela Johnson, Frances Kakugawa, Hazuki Kataoka, Steve Liddick, Alton Pryor, Carol Ryan, Cindy Sample, Kiyo Sato, Phil Silver, Cheryl Stapp, Margie Yee Webb, and Naida West. For details, see [www.carvalhofamilywinery.com/ourEvents\\_winery.shtml](http://www.carvalhofamilywinery.com/ourEvents_winery.shtml) .

✓ NCPA member Cheryl Stapp will speak to the Elk Grove Historical Society on Monday evening, September 17. She will discuss her book *Disaster & Triumph: Sacramento Women, Gold Rush Through the Civil War*, and other topics of local historical interest.

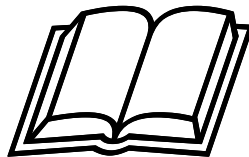
The meeting begins at 6:30 p.m., and will be held at the Elk Grove Farm Bureau, 8970 Elk Grove Blvd. #A, Elk Grove.

Visit Cheryl's "California's Olden Golden Days," at <http://cherylannestapp.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 Editor

Send your articles and announcements for the November/December 2012 issue to Ken Umbach, ken@umbachconsulting.com.

Use **NCPA NEWSLETTER** 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 and definitely not in jpeg or other image format for text). 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 October 25, 2012.** 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**.

— 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.

*Mailing address:*  
Northern California Publishers & Authors  
6966 Sunrise Blvd., #263  
Citrus Heights, California 95610  
www.norcalpa.org

## Board of Directors of NCPA

*The following list is updated for 2012-13*

### **President**

Ted Witt  
tedwitt@prettyroadpress.com  
916-934-8434

### **Vice President**

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

### **Secretary**

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

### **Treasurer**

Vacant

### **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**

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

### **Awards**

Position is open!

### **Speakers Bureau**

Position is open!

### **Conference Chair**

Position is open!

*No conference for 2013.*

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.