
The Pen & Press

September – October 2014



GETTING TO KNOW NCPA PRESIDENT DENNIS POTTER



Dennis is a former U.S. Marine, Sargent E-5. He earned a BSCE (Bachelor of Science Civil Engineering) from Michigan Technological University in 1976 and has worked for the U.S. Army Corps of Engineers as a civil engineer for 38 years.

He shares he has been “married to the same wonderful lady for 39 years” and that they have two daughters, Nicole and Jennifer. He is an only child. His father died in a construction accident when he was three, his mother remarried when he was ten, and he grew up on a small farm in Michigan until the age of twelve. Leaving the farm, his family moved to the big town Lowell, Michigan (pop. 3,000).

“I have great fun writing and reading (Lee Child, Bernard Cornwell and history), I have three guitars that I terrorize the neighborhood with, and I have great fun taking photographs.”

When asked about his writing experience, he says he’s been writing for about five years. “I write fiction ... boy is it fiction.” He published a short story in the NCPA Anthology

which jump-started his writing career, and he hopes to “set up a series of novels and entice a publisher to publish them.”

Dennis has been a member of NCPA for two years and first served as vice president for six months. When asked why he decided to run for the NCPA president position, he smiles and says, “Ted Witt conned me!”

AS NCPA president, his goals are to have the NCPA publish a second anthology, get the members more active, reach out to college and high school English departments to bring in more diversity within the membership, enhance networking, and encourage members to work on and practice their elevator speeches.

Thank you, Dennis Potter, for taking on the challenge of being our new president!

—Linda Bello-Ruiz, Editor

Volunteers Wanted

The NCPA board is looking to fill two positions. Do YOU feel the tug to take on one or both of these positions in the spirit of “giving back”? Thank you, Rosa Umbach, for providing a list of duties for these two important positions.

BOOK AWARDS CHAIR:

- Update entry form, rules, and judging categories
- Announce entry deadlines by e-mail and in newsletter
- Receive entries
- Find a chief judge or serve as chief judge
- Find judges
- Distribute entries to judges
- Provide judging forms
- Hold judging meeting
- Ensure the integrity of the judging process
- Prepare list of winning entries and distribute to publicity director, webmaster, and awards dinner chair
- Prepare the catalog/program for the awards dinner
- Order awards
- Develop the budget for the competition
- Coordinate with award dinner chair
- Distribute leftover copies of entries

- Attend board meetings

AWARDS DINNER CHAIR:

- Find a venue for awards dinner and present recommendation to the Board for approval
- Plan the awards dinner
- Develop the budget for the awards dinner and schedule for review and approval with the Board
- Alert members about the awards dinner, including meal choices, cost of dinner, and making reservations, and collect money from attendees
- Coordinate with Treasurer — coordinate venue deposit, provide money received for dinner, provide final bill
- Coordinate awards dinner with venue - identify meals, provide meal selection ticket (ticket that attendees will use to show which meal the waitstaff is to provide), layout of the room, identify and schedule audio/visual needs with president and master of ceremonies
- Coordinate awards dinner with Awards Director - coordinating venue layout for book display, obtaining judges contact info for dinner registration
- Create agenda for awards dinner with the president
- Identify and invite a master of ceremonies at the awards dinner, and coordinate with the master of ceremonies
- Coordinate table decorations
- Coordinate check-in for attendees at dinner and provide them with a program, meal ticket, and any other handouts
- Attend board meetings

NCPA Members' News and Activities

Quentin Grady: Quentin is honored to be mentioned in an article by Allen Pierleoni in the *Sacramento Bee*, called “Past Lives,” which is, in part, quoted below:

Fifteen years ago, Quentin Grady of Lincoln spent so much time traveling for business on airplanes that he began digging deep into history, a point of interest. Soon, the seeds of a tale began to sprout, and he escalated the process.

“I would end up spending a lot of time (with) reference books at libraries and (at historical sites) from eastern Ohio into Canada, and built that into a story,” he said.

The result is the first two books of what was supposed to have been a trilogy, but now he's planning two more books after that. Together, the self-published *The Ghost Eagle* (\$15) and *The Moon Promise* (\$14.69) total more than 1,450 pages. They're available at www.amazon.com/books and at Grady's website, www.ghosteaglepublishing.com. The third book, *The Falcon Queen*, is due in September.

The story is set during the French and Indian War (1754-63). It follows Montreal fur trader Philippe Gerrard, who travels to France to rescue his son from the clutches of "a vengeful marquis," who sends an assassin after them. History and adventure permeate the tale.

See the original article at www.sacbee.com/2014/06/17/6487885/between-the-lines-western-writers.html

Cheryl Anne Stapp: An award-winning author and NCPA and CWC member, Cheryl Anne Stapp announces the release of *The Stagecoach in Northern California: Rough Rides, Gold Camps & Daring Drivers*, published by The History Press.

Cheryl Anne is the author of the award-winning *Disaster & Triumph: Sacramento Women, Gold Rush through the Civil War* and *Sacramento Chronicles: A Golden Past*, both available on Kindle and in trade paperback. Her next scheduled speaking are:

- September 8, 10:00 a.m., Gold River Book Club, at the Gold River Community Center.
- September 9, 1:00 p.m., Roseville Genealogy Society at the Maidu Community Center, Roseville.
- September 20, 1-3 p.m., Folsom History Museum on Sutter Street.
- October 4, 3:00 p.m., Belle Cooleedge Library (branch, Sacramento Public Library) in South Land Park.
- October 11, 11:30 a.m., Sutter County Historical Society in Yuba City.

Book signings to follow all presentations.

Find out more by visiting her website/blog: <http://CherylAnneStapp.com> — "California's Olden Golden Days."

Cindy Sample: "I'm honored to announce that DYING FOR A DAIQUIRI has been selected as a finalist for a 2014 Silver Falchion Award in the Best Traditional Mystery category. There were hundreds of entries from authors I've admired over the years so I was quite stunned by the news. As far as I can tell, I am the only indie publisher who is a finalist. I think that is particularly rewarding. Thanks for letting me brag."

www.killernashville.com/2014-silver-falchion-award-finalists/

Daniel Babka's debut novel, *No More Illusions: A Mystery*, now available as paperback and eBook on Amazon, has been awarded a five-star review by IndieReader and is under consideration for a 2015 IndieReader Discovery Award. The book also got raves from *Kirkus Reviews* and *The San Francisco Book Review*. While you're at it, check out "Lightning Strikes," his gem of a short-story, too!

Daniel@AuthorDanielBabka.com

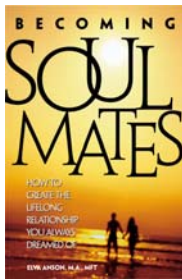
Your editor invites submissions for this section of The Pen & Press. Short items about NCPA members or otherwise of interest to writers, editors, and publishers (and allied folks) are welcome here.

YOUR news can appear in the next newsletter. Send your information to Linda at lbelloruz@gmail.com)

Elevator Speech Contest Winners

Eight NCPA members submitted their 30-second (100-word maximum) elevator speech into the first ever (but not the last) NCPA Elevator Speech Contest. You all did a great job. After counting the votes . . . the first place winner is . . .

Elva Anson, author of *Becoming Soul Mates!*



“Give your relationship skills a rating. Do you kiss frogs and hope for a miracle? Go on a lifetime search for a ‘soul mate’? Become a therapist? Open my book, *Becoming Soul Mates* at any two pages and find something to talk about with your special person. Your relationship skills will soar!”

Here are some of the reason members voted for Elva’s pitch:

- ❖ It's short. It grabs your attention immediately and promises in just two pages to give the reader value for time spent.
 - ❖ Her speech is memorable for its graphic description. It says a lot in a few memorable words.
 - ❖ Succinct and compelling.
 - ❖ Everyone cares about relationships and the ideas about kissing frogs and soul mates are ones most people seeking love have contemplated, at least women! They are especially humorous in juxtaposition to each other. Elva’s entire message is very catchy.
- **Second place** goes to Kathy Asay, author of *Flint House*

- **Third place** ended in a tie between Denise Lee Branco, author of *Horse at the Corner Post: Our Divine Journey* and Doreen Beyer, whose working title is *Hula, Spirits and Shakespeare*.

NCPA Member Spotlight



Tom Kando

Author and Retired Professor

Tom Kando, PhD, was born in Budapest and grew up in WWII Europe. He escaped Fascism, Communism, and the Holocaust, and grew up in the slums of Paris in the 50s and in Amsterdam during the 60s. At eighteen he came to America as a lonely immigrant and a Fulbright student. He became a professor at major universities, taught in prisons and lectured worldwide.

His memoir, *A Tale of Survival: From War Ravaged Europe to the Promise of America* combines fast-paced adventure with an often humorous description of academic culture in the latter part of the book, from the perspective of a European sociologist. It is the trajectory of a life from early hell to the Promised Land, combining personal experience with politics and social issues, as Tom crosses paths with Robert Capa, Eldridge Cleaver, Bob Dylan, national football champions, heads of state, celebrities, and terrorists.

Tom has written about crime, terrorism, psychology, politics, sports, and travel. He has published many books, including *Social Interaction* (Times/Mosby), *Sexual Behavior and Family Life* (Elsevier), *Leisure and Popular Culture* (Times/Mosby), *Readings in Criminology* (Kendall-Hunt), *Sex Change* (Charles Thomas), *Searching for Christine, I Spent my Life Practicing Politically Incorrect Sociology*, *Second Chance*, and many articles in refereed scientific journals as well as in the mainstream media, including the *Wall Street Journal*, the *Los Angeles Examiner*, the *Sacramento Bee*, *Human Events* and elsewhere. He also runs the European-American Blog, where he writes short pieces about travel, politics and personal experiences. He is working on *The Future History of the World: The Next 25,000 Years*.

For the past three years, Tom has been a member and the secretary of NCPA. He has

been an avid marathon runner and bicycler, and he plays and performs chamber music and band music (flute). He lives in Gold River with his wife Anita. His children and grandchildren live in Sacramento and in Southern California.

Tom's memoir is available either as an (autographed) paper book directly from him, or as an e-book from Amazon. www.tomkando.com kandotom@csus.edu.

Showcase Your Writing: The 2015 NCPA Anthology Project Seeks Your Creative Contribution

Deadline Monday, December 10, 2014

Send us your writing. No gimmicks. No contests. No fees.

We want to showcase the writing of our members — and in so doing, practice the art and the business that leads to publishing excellence.

If you are a member, just write. If you are not a member, join and write.

Your submissions will go through the normal publishing process: acquisition, contract, editing, proofing, publication, and marketing.

Submission Guidelines & Information

1. Northern California Publishers and Authors (NCPA) will publish an anthology of members' work; the anticipated public release date of the book will be in April of 2015.
2. The deadline for the receipt of member submissions is **Monday, December 1, 2014**.

The full list of submission guidelines is available on the NCPA website, www.norcalpa.org/

Upcoming NCPA Meetings. Mark Your Calendars!

September 13, 2014 NCPA Meeting, No Guest Speaker

This networking meeting will feature longer self-introductions for all, extended time for getting acquainted and sharing updates on activities, plus time for all those Q & A's you have on anything writing-and-publishing related.

October 11, 2014 NCPA, A Different Kind of Two-Fer!

Susan SPANN, Literary Attorney & Author, presents "*Business Side of Writing Career*." Check out her author website, www.susanspann.com/, and her attorney blog, www.susanspann.com/outing-the-lawyer-for-a-good-cause/.

You can also find Susan on Facebook and Twitter (@SusanSpann), where she founded the #PubLaw hashtag to provide legal and business information for writers at all phases of their careers. Contact Susan by Email: Susan@SusanSpann.com

November 8, 2014 NCPA Meeting, Karen Sandler

Presentation title to be determined, later, but here's a bit straight from her website, to tide us over:

“Genre-Conflicted ('zhän-rə - kən- 'flik-təd): A state in which an author flits from one type of fiction to another in complete disregard of her agents or editor's advice.

Never ask the genre-conflicted if they want pie or cake—they'll ask for both.

I am Karen Sandler and I am Genre-Conflicted.”

Karen is a published author of science fiction for young adults, numerous adult romances, and mysteries for adults. Find out more about her at www.karensandler.net. Blog with Karen at <http://karensandler.wordpress.com/>

Join her on Facebook, www.facebook.com/KarenSandlerAuthor.

December 13, 2014 NCPA Meeting, Member Book Display

More to come once we've discussed what to do this year, but we will have the annual member book display.

NOTE: because of other meeting activities and the need to be done with the room by 12:30 p.m., member and visitor self-introductions must be limited to 30 seconds per person. Please plan and practice your “elevator speech” accordingly.

Thanks go to Norma Jean Thornton for her energetic, creative, and effective recruitment of speakers and selection of topics for our meetings.

Norma Jean adds: If you have any suggestions for guest speakers, and/or topics, please let me know (normathornton@yahoo.com). I'll do what I can to book 'em!

NEWS from CWC

We in the California Writers Club, Sacramento Branch, appreciate our fellow writer/publishers in NCPA!



A recent survey of California Writers Club members and guests points to craft and marketing as desired headlines in the 2014-15 membership year. Publishing and effective writing habits also rated high. To begin to meet these expressed needs, Grant Faulkner Executive Director of “NaNoWriMo” will make a Sacramento appearance on Saturday, September 20. Member Daniel Bapka will share techniques used to prepare a bio for his website, launching his

novel and short story.

What: Grant Faulkner: “The Power of Writing with Abandon,” - overcoming procrastination and learning how a goal and a deadline will pay off.

Faulkner, co-founder of the 100 Word Story (100word.org), will give attendees a dose of grit and inspiration gathered from author-colleagues and many writing workshops on improving the quality of writing, both fiction and nonfiction

When: Saturday, September 20, 11 a.m.-1 p.m.

Where: Cattlemens, 12409 Folsom Blvd., Rancho Cordova (Hwy 50 at Hazel).

Suggested Audience: Writers of All Genres

Cost: \$14 members, \$16 guests, covers speaker, Daniel Bapka’s “master-minute techniques,” materials and wireless room. Lunch is also included. Receipts are available to document attendance as a business expense.

October 18: Constance Hale, Journalist & Author, *Syn & Syntax, Vex, Hex, Smash & Smooch*.

November 15: Linda Joy Meyer, Executive Director, National Association of Memoir Writers, Author of *The Power of Memoir: How to Write Your Healing Story*,

All speakers bring impressive credentials in cross-genre, long and short form. They are passionate about their subjects and for this reason, have agreed to trek to Sacramento to share their expertise. We would be honored to have you join us.

See www.cwcsacramentowriters.org for information on the California Writers Club, Sacramento Branch and its monthly luncheon meetings, monthly “Writers Network” breakfast meetings, monthly “Open Mic” sessions, and special events.

California Capital Book Festival in Sacramento October 25-26, 2014

Save the date for the inaugural California Capital Book Festival on October 25-26, 2014! The Sacramento Public Library Foundation is a partner of the book festival, which will be held at the Sacramento Convention Center. The festival will be free to the public and feature special venues, including Culinary Delights, Kid’s Alley, Field of Sports, and All Things Pets.

To sign up for the newsletter, become a friend of the festival, find out how to participate and more, visit the website: <http://ccbookfestival.com/>

Ten Reasons — Ten Ways

More Top 10 hints provided by the Association of Publishers for Special Sales (APSS – www.bookapss.org – formerly SPAN). For information about APSS, contact Brian Jud, P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; brianjud@bookapss.org.

Top 10 Reasons Companies Implement Promotional Programs

1. Acquire new customers
2. Keep customers loyal
3. Increase their “share of wallet”
4. Generate goodwill
5. Increase sales, revenues and profits
6. Promote additional purchases
7. Create a sense of momentum
8. Personalize employee or customer recognition
9. Create or relate to an ongoing theme
10. Motivate or award employees

Top 10 Ways Companies Use Books As Promotional Tools

1. Gift to customers – fiction or nonfiction
2. Cross-merchandising – use your book to sell other items
3. Ad specialty – an item given away to generate exposure
4. Coupon – in pack, on pack or near pack
5. Prize for a contest or visiting a website
6. Premium – an item that is earned (purchase or membership)
7. Patronage award – “thank you” for making a purchase
8. Self-liquidator – the purchase price of the item equals its cost
9. Sample of the company’s product
10. Employee training (contact through HR Department)

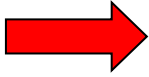
✓ Know someone who is looking for quality assisted living? Be sure to ask for a tour of our monthly meeting host, Emeritus at Citrus Gardens (formerly Merrill Gardens).

✓ 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.

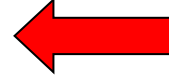
✓ Your notice or announcement could go here!

A Note from the Editor

Send your articles and announcements for the newsletter to Linda Bello-Ruiz at lbellor Ruiz@gmail.com.



Use “NCPA NEWSLETTER” as the email subject heading!



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 close of business, Monday, October 23, 2014. Please submit material, especially anything longer than a brief notice, well before the deadline. 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 Linda Bello-Ruiz.

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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.

— Linda Bello-Ruiz, editor

Board of Directors of NCPA

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<p>Secretary Tom Kando Kandotom@csus.edu 916-852-0253</p>	<p>Treasurer Laurie Hoirup Laurie@LauriesLegacy.com 916-469-7695</p>
<p>Communications Director To be appointed by the Executive Committee</p>	<p>NCPA's elected executive committee includes president, VP, secretary, treasurer, and communications director.</p>
<p>Publicity Norma Jean Thornton normathornton@yahoo.com 916-991-5751</p>	<p>Website Jim Collins jim@jcwite.com 209-566-0935</p>
<p>Programs (monthly meeting) Norma Jean Thornton normathornton@yahoo.com 916-991-5751</p>	<p>Newsletter Linda Bello-Ruiz lmbellor Ruiz@gmail.com (916) 543-7952</p>
<p>Membership Sharon Darrow Sharon@SharonSDarrow.com 800-462-2328</p>	<p>Awards To be appointed by the Board.</p>
<p>Past President Ted Witt tedwitt@prettyroadpress.com 916-934-8434</p>	<p>Awards Dinner Coordinator To be appointed by the Board.</p>
<p>Conference Chair To be appointed by the Board.</p>	<p>Speakers Bureau To be appointed by the Board.</p>

Meetings are on the second Saturday of each month, 10:30 a.m. to 12:30 p.m., at Emeritus at Citrus Gardens (formerly called 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.

Mailing address

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www.norcalpa.org