

# The Pen & Press

Northern California  
publishers & authors

**Thursday 9 Mar 2017**

6:30pm-8:30pm Regular Meeting

**Karl Palachuk ~ MARKETING: Title Pending**

Denny's (in the Private back room)

3520 Auburn Blvd, Sacramento (Auburn Blvd @ Watt Av & I-80)

No-host food & beverage ... it's not mandatory to make a purchase

You might want to bring a light sweater

## UPCOMING MEETINGS & EVENTS

**Wednesday 15 Feb & 15 March ~ 12N-2pm ~ Lunchtime Meeting**

(No Speaker)

Denny's (in the-Private back room)

3520 Auburn Blvd Sacramento (Auburn Blvd @ Watt Av & I-80)

**2<sup>ND</sup> Thursday Evening Regular Meetings \* 6:30PM – 8:30PM**

13 APR ~ **Sharon Darrow on IBPA Conference** ~ Topic: IBPA & More

11 MAY: **Jeri Chase Ferris**: How to write NF & Historical Fiction, dig up (true) facts, work with Editors & Publishers, plus much, much more

8 JUNE ~ Pending

13 JULY ~ No speaker ~ Networking

10 AUG ~ **Stephanie Chandler** ~ Advanced Book Marketing and Launch Strategies

14 SEP ~ Pending

12 OCT ~ Pending

9 NOV ~ Pending

**3<sup>RD</sup> Wednesday Lunchtime Meetings AT DENNY'S \* 12N-2PM**

19 Apr ~ NO SPEAKER

17 May ~ NO SPEAKER

21 June ~ NO SPEAKER

19 July ~ NO SPEAKER

**SUNDAY 23 APRIL 2017 ~ NCPA AWARDS BANQUET**

**CHERRY ISLAND GOLF COURSE**

**Elverta, CA**

**Submit your books now for the 2016-2017 book awards.**

**Registration information ready at [norcalpa.org](http://norcalpa.org)**

## PRESIDENT'S MESSAGE

Hello everyone,

Writing is exciting, compelling, and sometimes frustrating. If it was just putting words on the page, no problem -- but interior formatting is enough to drive anyone nuts! And if you think it doesn't really matter, think again.

Judges absolutely look at your formatting and take it into consideration when reviewing your books. Even if you aren't submitting your books for critical review, your readers will sense something wrong, even if they don't know why they are feeling distracted while reading.

Of course, that's just my opinion, after spending hours and hours in Word, dealing with the horrific demons "section breaks" and "pagination." I went so far as deciding my version of Word might be outdated for my Mac OS, and purchased Office 365. Not the answer, since the same problems followed me, and when I called Microsoft to ask just a couple of simple questions, I was not happy to be told "go take a class." No class, but I did demand a refund and started over.

If my story sounds familiar, you should have been at our meeting Thursday evening to learn specifics (far more than just section breaks and pagination) on interior formatting from Mary Lou Anderson.

She did an amazing job making sense out of the fog, and we all learned a lot. Mary Lou has promised to email those of us who attended, copies of her talk notes, and I plan on studying them faithfully. Mary Lou won't be giving the talk again at Wednesday's meeting, but we will review some of the basics for everyone.

Another type of formatting most writers face is converting your book into an eBook. While it is true that CreateSpace will do it for you, Amazon is not the whole world. If you want your book to be available for users of Nook and iBooks, or if you want it to be sold through SmashWords or other digital distributors, you need more than CreateSpace's service.

I would like to suggest you look at [eBook launch](#) a company I've used on several occasions. They are fast, reasonable, and give great service. I just had a 196 page book converted into both mobi (Kindle) and ePub (nook, iBook, etc.) for a total amount of \$88.20. It took them five days from my acceptance of their quote to the finished product -- and they guarantee their work! If you don't need them, no problem, but if you do, please check out their site and let me know what you think.

One final note: We are just over one month away from elections again. I've had a blast as President, and think we've accomplished some positive things together. But if anyone thinks they'd like to run, please let me know and I'll answer any questions you might have.

Presidents are actually only supposed to hold two terms, unless there is special permission granted by the Board. I definitely don't want to overstay my welcome, so would greatly appreciate feedback from the membership.

Thank you all,

*Sharon Darrow*  
NCPA President,  
NCPA Membership Chair  
NCPA Book Awards Coordinator  
916-803-1665

[sharon@sharonsdarrow.com](mailto:sharon@sharonsdarrow.com)





## MEMBERS CORNER 2017 BOOK COMPETITION

1. Reneau Z. Peurifoy Anger Taming The Beast General NF
2. Reneau Z. Peurifoy Why Did God Give Us Emotions General NF
3. Elaine Russell Martin McMillan and the Sacred Stones Children YA
4. Mary M Roy Coming To America, An Immigrant's Voyage NF Memoir
5. Tom Kando Humanity's Future, The Next 25,000 Years General Fiction
6. P.R. Steele See Dan Run General Fiction
7. Ronald Javor Sam and Sue's Space Adventure Children's
8. Elaine Faber Mrs. Odboddy Hometown Patriot General Fiction
9. Francis X Biasi Slaughter House Chronicles General Fiction
10. Mark McLaughlin Snowbound! Legendary Winters of the Tahoe Sierra General NF
11. A.K. BUCKROTH (Andrea Roth) Kisses for Cash T1D meets T2D Book 3 Young Adult
12. John P Szeker Countdown: Cannon Steel General Fiction
13. M.D. Kambic (Science Thrillers Media) Everest Rising General Fiction (Publisher)
14. Sarah Armstrong-Garner Sinking Young Adult
15. June Gillam House of Eire: A Hillary Broome Novel General Fiction
16. Judy Ann Pierce The Surprising Scary Day Children's
17. Virginia A. Simpson The Space Between: A Memoir of Mother-Daughter Love at the End of Life Non-Fiction Memoir
18. John Mayfield Body Intelligence A New Paradigm General Non-Fiction
19. Norma Jean Thornton Soups & Beans, Chowders & More 1-Pot Stuff ~ Gen NF Rustic Cookbook
- 20 James Perry The Fiery Women of Angel's Four General Fiction,
- 21 Karlene Ryan Genevieve Has A Very, Very Periwinkle Day Children

**GET THOSE 2016 PUBLISHED BOOKS SUBMITTED NOW DEADLINE 15 FEB**  
**BOOKS READY TO SELL BETWEEN 1 Jan-31 Dec 2016 are ELIGIBLE FOR BOOK AWARDS**

### **2016/17 BOOK AWARDS BANQUET**

**SAME PLACE < SAME MENU > SAME PRICE** (Great Birthday or Holiday Gift!)

**\*Sunday 23 April 2017 \* 6 PM \***

**\*CHERRY ISLAND GOLF COURSE ~ 2360 Elverta Rd ~ Elverta, CA 95626**

**\$25 Buffet** includes all you can eat ~ NO HOST BAR

- Silent Auction for 2018 Scholarship
- 3<sup>rd</sup> year for \$1,000 Scholarship to local HS student college-bound for Pub or Writing
- The 2016 on-site bookstore\* went over so well, it will also be back \* Must Be Present to Sell Books

**BOOK AWARDS COMPETITION**



**SPECIAL Feb 2017 ~ BOOK AWARDS & MEETING INFO ONLY**

The NCPA Annual Book Awards Competition is **NEARING DEADLINE**, so if you have a book that was published during 2016, we'd love to have you enter. The process is very simple, the cost is reasonable, and we have a great panel of five judges, many new. Winners announced at our next Book Awards Banquet, on April 23, 2017. Here are the basic guidelines:

- Books must have been published during 2016. This also includes books that have come out under a new edition during the year. Full regulations outlined here [2017 NCPA Book Awards Competition \(1\).pdf](#)
- The entry form is simple to complete, either online or with a mail-in form. The cost is \$60 for members, and \$90 for non-members. \$25.00 of the entry fee covers dinner at the Banquet. You need to send in four copies of your book; however, three of those copies will be for sale at the banquet. You will receive payment for books sold, and unsold books will be returned. That means you are only actually donating one copy of your book for the competition. Entry form here: [2017 NCPA Book Award Entry Form.pdf](#)
- We have expanded the categories for this year's competition. You can enter your book in General Fiction, General Non-Fiction, Non-Fiction Memoir, Children's, Young Adult, Poetry, and Trade Publications.
- Award winners receive very nice plaques, a supply of gold award winner stickers for their book covers, lots of PR on the NCPA website and local media, plus congratulations and support at the Banquet.

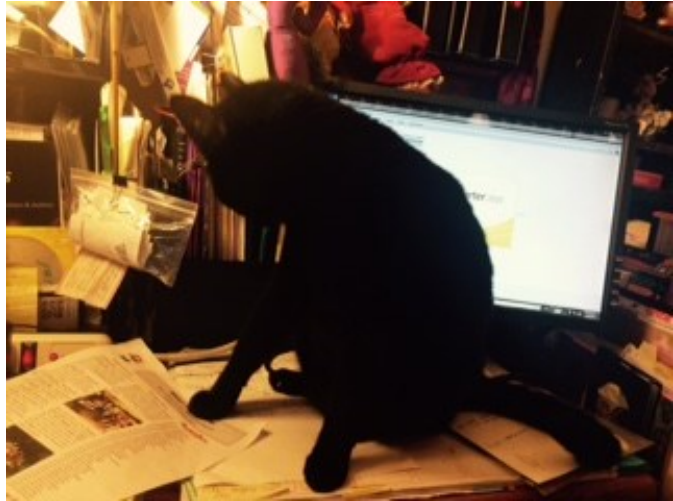
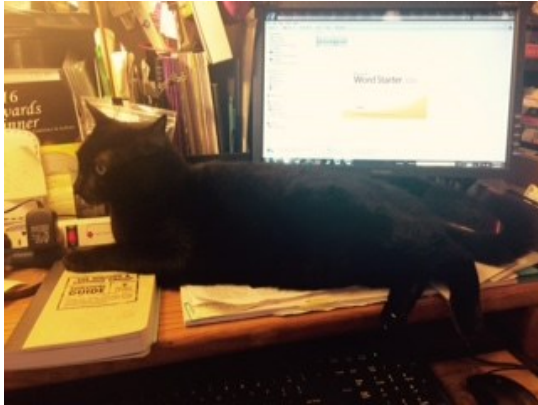
Send your application **NOW** ~ **ENTRY DEADLINE changed to 15 FEBRUARY 2017**  
Questions? Contact Sharon Darrow by phone or email and I'll help every way I can. There are so many talented writers in our group, plus locally, let's make sure your talent is recognized!

916-803-1665 [sharon@sharonsdarrow.com](mailto:sharon@sharonsdarrow.com)

Sharon Darrow NCPA President, Membership Director, Book Awards Coordinator

**Editor's Note: If you have problems clicking one of the links above, go to the Book Awards section on the NCPA website, [norcalpa.org](http://norcalpa.org) for the information.**

**ENTRY DEADLINE IS TOMORROW, WEDNESDAY 15 FEBRUARY ~ COMPLETE FORM & PAY ON-LINE NOW THEN TAKE YOUR 4 BOOKS TO SHARON DURING THE LUNCHTIME NCPA MEETING AT DENNY'S FROM 12NOON TO 2PM WEDNESDAY 15 FEB**

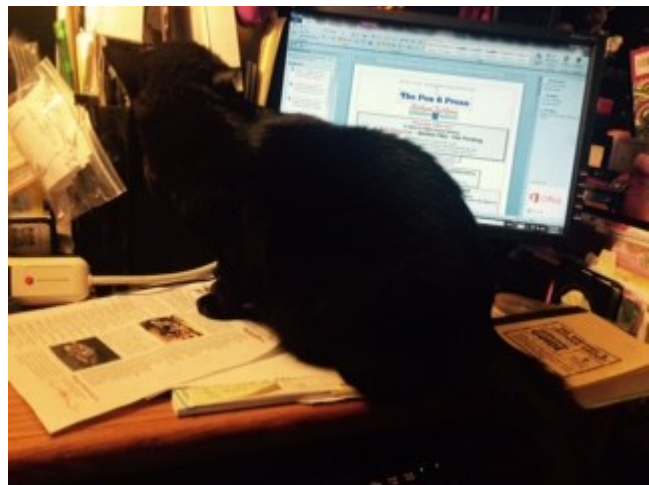
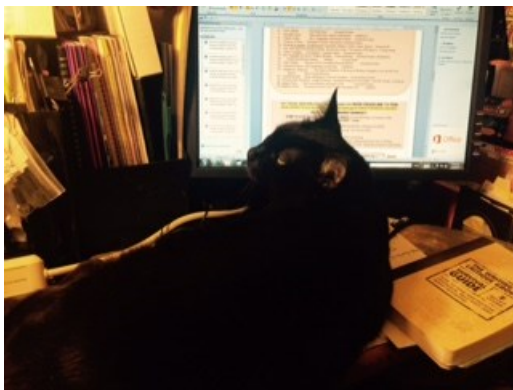


This is just a part of the reason ~ a VERY BIG PART ~ of why this special newsletter is coming to you like it is....

Between Chickery-kitty helping at the computer desktop and keyboard, lulu.com free-shipping deadlines (translation: lots of rushed writing!) and numerous other distractions like kids, grands, greats and water, parts of my 65-75' tree with bits and pieces (LOTS) of branches in a 6' tall pile completely covering my front yard (and a bigger one in the neighbor's yard!), a chipper that won't work, phone calls (6 received so far) and three other cats plus a dog (Chihuahua) that's almost as bad as the cat (plus a LOT noisier), wanting my attention, I can't even think, or focus today, and this has to go out because of TOMORROW'S DEADLINE STUFF.

I'm not wasting the time I spent on that earlier by not sending it now ... so hopefully you'll all bear with me with this one.

The bonus? It's a lot shorter than the other ones ... the drawback? It has less substance (but pictures of a cat that wants to write ...).



**SAVE THE DATE ~ MARK YOUR CALENDAR NOW**

**10 August 2017 Guest Speaker Stephanie Chandler's Topic**

**Advanced Book Marketing and Launch Strategies:  
Stephanie Chandler  
Essential Tactics to Grow Your Audience and Increase Book Sales**

**Presentation Overview:**

In this content-rich presentation, you will discover proven strategies that go beyond basic book marketing advice and take you through advanced options that are easier to implement than you might think.

You will learn how to:

- Clearly identify your target audience so you can figure out where to find them
- Gain visibility online with internet media sources
- Get on the New York Times bestseller list—even if you are self-published
- Host your own eBook give-away (without Amazon)
- Generate more book reviews
- Collect email sign-ups from readers
- Decide whether brick and mortar bookstores are worth your time
- Build a content marketing strategy that drives new readers to your website

With these powerful strategies, you will be able to reach more readers and ultimately sell more books.



**Stephanie Chandler is the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*.**

**Stephanie is also founder and CEO of the Nonfiction Authors Association, a content-rich educational community for experienced and aspiring writers, and the Nonfiction Writers Conference, an annual event conducted entirely online.**

**A frequent speaker at business events and on the radio, she has been featured in Entrepreneur Magazine, BusinessWeek, Inc.com and Wired magazine**

**[NonfictionAuthorsAssociation.com](http://NonfictionAuthorsAssociation.com) | [NonfictionWritersConference.com](http://NonfictionWritersConference.com) |  
[StephanieChandler.com](http://StephanieChandler.com) [Stephanie@StephanieChandler.com](mailto:Stephanie@StephanieChandler.com) Toll-Free: 877-800-1097  
11230 Gold Express Drive #310-413 | Gold River, CA 95670 |  
[@bizauthor](https://www.facebook.com/AuthorStephanieChandler) & [@nonfictionassoc](https://www.facebook.com/nonfictionassoc) | [Facebook.com/AuthorStephanieChandler](https://www.facebook.com/AuthorStephanieChandler) &  
[Facebook.com/NonfictionAuthorsAssociation](https://www.facebook.com/NonfictionAuthorsAssociation)**

**GENEROUS DONORS to 2017 SCHOLARSHIP SILENT AUCTION**

**YOUR NAME &/or BUSINESS COULD ALSO GO HERE ~ IF YOU DONATE!**

★ New York Times, USA TODAY Best-Selling Award Winning **Romantic Suspense** Author Brenda Novak donated her signature classy mini-tote, plus the entire 10-book-set of her Whiskey Creek Series ~ **\$100 Value** [www.brendanovak.com](http://www.brendanovak.com) Repeat donor numerous years

★ For the 2<sup>nd</sup> year, the Antelope Marketplace **Tugboat Fish & Chips** has donated a gift card. This is my very favorite Tugboat location ... clean, friendly, and always excellent food! ... including their tasty little chicken lumpia! And their homemade tartar sauce ... made daily!

★ Also for the 2<sup>nd</sup> year, our host venue, **Cherry Island Golf Course**, has donated one day of golf for 4, golf-cart included. **\$212 Value** [www.golfcherryisland.com](http://www.golfcherryisland.com) 916-991-6875

★ **NEW DONOR:** NCPA member **Andrea Roth**, writing as **A.K. Buckroth**, has donated 10 pages of Proofreading, from **Buckroth Enterprises Proofreading Services** ~ **\$250 Value** [mydiabeticsoul@pacbell.net](mailto:mydiabeticsoul@pacbell.net) \* 916-489-1599

★ For the 2<sup>nd</sup> year, **NCPA will offer a 3 year Membership, valued at \$120** ~ Thank you Ron Javor for being high bidder this year.

★ **NEW DONOR** Author & Contributing Editor to Writer's Digest, **Steven James** : Signed Book: "**Troubleshooting Your Novel**":

★ NCPA member, guest speaker, and Author-Literary Attorney Susan Spann will be donating a basket of goodies from her trip to Japan when she returns.

PLEASE SUPPORT OUR VERY GRACIOUS & GENEROUS SPONSORS & DONORS!  
THANK YOU TO ALL DONORS, SPONSORS AND BIDDERS past, current and future, for your fabulous generosity year after year.

Advertising for generous SILENT AUCTION DONORS & SPONSORS starts when donations received and goes through October 2017

**DONOR CONTACT INFORMATION 2017 SCHOLARSHIP SILENT AUCTION**

**Brenda Novak, Author** [www.brendanovak.com](http://www.brendanovak.com)

**Cherry Island Golf Course** \* 2360 Elverta Rd, Elverta, CA \* [www.golfcherryisland.com](http://www.golfcherryisland.com)  
(916-991-6875)

Andrea Roth w/a A.K. Buckroth \* **Buckroth Enterprises Proofreading Services**  
[mydiabeticsoul@pacbell.net](mailto:mydiabeticsoul@pacbell.net) \* 916-489-1599

**Susan Spann, Author & Literary Attorney** [www.susanspann.com](http://www.susanspann.com)

**Tugboat Fish & Chips "Antelope Marketplace"** 7909 Walerga Rd, Ste 111, Antelope, CA  
(Elverta Rd & Walerga Rd Across from WinCo) \* 916-729-4243

**NCPA Board of Directors**

**President**

Sharon Darrow  
Sharon@SharonSDarrow.com  
800-462-2328

**Secretary**

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

**Communications Director &  
Newsletter Editor**

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

**Immediate Past President**

Dennis Potter  
dennispotter56@aol.com  
916-253-758

**Membership Chair**

Sharon Darrow  
Sharon@SharonSDarrow.com  
800-462-2328

**Awards Banquet Chair &  
Guest Speakers**

Norma Jean Thornton  
[normathornton@yahoo.com](mailto:normathornton@yahoo.com)  
916-991-5751

**Vice President**

June Azevedo  
june@azevedoprintanddesign.com

**Treasurer**

Amy Rogers  
Amy@ScienceThrillersMedia.com

*Note: the Executive committee  
consists of five elected officers:  
President, VP, secretary,  
treasurer, communications director*

**Speakers Bureau Chair**

**Scholarship Director**

June Azevedo  
june@azevedoprintanddesign.com

**Webmaster**

Amy Rogers  
Amy@ScienceThrillersMedia.com