

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 March ~ 12N-2pm ~ LUNCHTIME MEETING

SPECIAL SPEAKER ~ Katie McCleary from 916 INK

Denny's (in the-Private back room)

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

AGENDA: Discussions and Q&A's relating to all things writing & publishing

2ND 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

3RD Wednesday Lunchtime Meetings AT DENNY'S * 12N-2PM

19 Apr ~ NO SPEAKER
17 May ~ NO SPEAKER
21 June ~ NO SPEAKER
19 July ~ NO SPEAKER
16 Aug ~ NO SPEAKER
20 Sep ~ NO SPEAKER
18 Oct ~ NO SPEAKER

**SUNDAY 23 APRIL 2017 ~ NCPA AWARDS BANQUET
CHERRY ISLAND GOLF COURSE
Elverta, CA**

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 I went so far as deciding my version of Word might be outdated for my Mac OS, and purchased Office 365.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.

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.

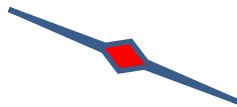
I would like to suggest you look at [eBook launch](#) a company I've used on several occasions. They are fast, reasonable, and give great service. I just had a 196 page book converted into both mobi (Kindle) and ePub (nook, iBook, etc.) for a total amount of \$88.20. It took them five days from my acceptance 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



***Editor's note: The Board has granted special permission, if necessary.**

Special
LUNCHTIME MEETING
12 Noon ~ Wed 15 March 2017

We don't normally have guest speakers at the lunchtime meeting, but at this special one, **Katie McCleary from 916 INK** (www.916ink.org) will give a presentation on their writing program for kids of all ages. Anthologies written and published by the kids will be available for sale.

**

NCPA would like to see these youngsters continue to stay involved in writing/ publishing, and hopefully eventually become members, so ...

During the Book Awards Banquet on 23 April, in addition to NCPA's \$1,000 Scholarship to a local high school senior headed for college with an interest in writing or publishing, NCPA will also honor **Ken Umbach** and **Laurie Hoirup** by giving a donation in their names to 916 INK.

Rosa Umbach and J.R. Hoirup have been invited to be guests of NCPA for the presentation and dinner.

**

MORE ON 916 INK

916 Ink empowers students through creative writing to become strong writers and effective communicators. We partner with nonprofits, after-school programs and libraries, public schools, and youth detention facilities.

In addition, we offer free creative writing classes, workshops, and field trips at our whimsical 916 Ink Imaginarium in South Sacramento. We have transformed more than 3,000 marginalized children and teens into confident authors, leading them on a path to increased literacy skills and improved academics.

Our students' work is featured in more than 75 published books which can be purchased online at www.916ink.org. In 2016/2017, 916 Ink will provide more than 36 hours of writing instruction to over 2,000 low-income youth and publish them in over 30 books. Our annual budget is \$750,000.

Improves writing and reading proficiencies at every grade level and in addition, 5th-12th graders are given pre and post assessments about their writing skills.

In a typical 12-week writing workshop, 30 youth:

- Write for 24 hours with 5-6 trained adult volunteers
- Read 24 new pieces of literature
- Engage in the revision process and excel their grammar skills
- Polish 5 pieces of writing for publication
- Collaborate with peers to create a title for their anthology
- Learn public speaking skills for the book release celebration

One of their students from Futures HS, Gateway Community Charters, has already submitted an entry to NCPA's \$1,000 scholarship ... and her entry's impressive!!

Have a LOCAL high school senior in your family, or know someone who does, headed for college for journalism, writing, communications, publishing or English? If so, have them apply for **NCPA's third annual \$1,000 scholarship**. Forms at norcalpa.org

3rd Annual 2017 NCPA COLLEGE SCHOLARSHIP AWARD

Deadline extended to Wednesday, March 15, 2017.

➡ **How to enter:** Submit the application as email attachment to NCPASacramento@gmail.com
For more information: Visit www.norcalpa.org or contact: 2017 NCPA College Scholarship Chair June Azevedo june@azevedoprintanddesign.com

NCPA SCHOLARSHIP RULES AND REQUIREMENTS

There are two parts to the application ALL RULES MUST BE FOLLOWED EXACTLY.

Part I: A set of five short-answer questions. Each answer is worth a maximum of 10 points, totaling 50% of the overall score.

Part II: An original work (fiction, non-fiction, personal story) of 750 to 1,000 words. The portion is worth 50 points, or 50% of the overall score.

Eligibility: Open to a graduating high school senior, and must reside or attend school within the Sacramento area.

Application:

- All narrative must be the student's original work not previously published in a professionally edited publication.
- If a personal story is submitted it must have been written in the current school year.
- The application is to be submitted as a 12-point font, double-spaced Microsoft Word document attached to email.
- The deadline for applications is March 15, 2017.
- The application is to be submitted online to NCPASacramento@gmail.com with a **subject line: 2017 College Scholarship Program**

Competition judging

- Entries will be evaluated for content, development, clarity, grammar, punctuation and originality. A committee convened by NCPA will judge the entries to determine the winner. Semi-finalists will receive a certificate of participation. The decisions of the judges are final. **RULES NOT FOLLOWED COMPLETELY WILL LOSE POINTS**
- Scoring will be completed and the winner notified no later than April 10, 2017.

Award

- The winner will be announced on the NCPA website and in the newsletter. The winning student, accompanied by an adult (relative or teacher), will be honored at the NCPA Awards Banquet scheduled for Sunday, April 23, 2017. Additional guests are welcome; tickets may be purchased at: www.norcalpa.org.
- Scholarship funds will be paid directly to the finance office of the winner's choice. If the money is not used within two calendar years from the date the winner is notified, the winnings will become null and void.
- Excerpts from top applications may appear in an NCPA publication, as space permits.

FINAL ENTRIES TO THE 2016-17 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 Yung 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
22. Lisa Monroy Gilbert the Great Children

**Support your fellow authors ~ attend NCPA's 26th Book Awards Banquet
5pm ~ Sunday 23 April 2017 ~ Cherry Island Golf Course, Elverta CA**

2016-17 BOOK AWARDS BANQUET

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

***Sunday 23 April 2017 * 5 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**
- **3rd year for \$1,000 Scholarship to local HS student college-bound for Pub or Writing**
- **The 2016 on-site bookstore* went so well, it'll be back * Must Be Present to Sell Books**
 - **NEW THIS YEAR ~ Donation to 916 INK (more info about 916 Ink on page 3)**
 - **NEW CARD RAFFLE WILL FUND this donation.**

GET YOUR TICKETS NOW ~ AND LET YOUR BOOKS SELL THEMSELVES!

Don't miss out on a really easy way to sell your books! You don't even have to do it yourself!

Just take them with you to NCPA's 26 Anniversary Awards Banquet, hand them over to NCPA Treasurer Amy, and enjoy the festivities, the camaraderie, the fun-emcee, *Michael Marks, and of course the food!

It's time to start purchasing those tickets to the awards banquet on Sun 23 April 2017

- Support your fellow NCPA members and others, in their quest for a book award
- Bid high on your favorite items at the Scholarship Silent Auction ~ lots of goodies
- Meet the new \$1,000 scholarship winner
- Take your chance for big \$\$\$ with our new Card Raffle ~ Share the results with 916 INK in honor of Ken Umbach & Laurie Hoirup
- Meet members of 916 INK, and check out their children's work in published Anthologies
- Sell your books ~ more information to come in the March newsletter and on the website
- Meet our Emcee, **Your Produce Man, Michael Marks, Good Day Sacramento ...AND** ...he also Emcees all of the California State Fair's Cooking Events, including the Kitchen Competition. He and wife Julie share that job at times. Michael is a bowl of good fun, and you'll laugh, hearing his tales about a cookbook and his first attempt at making an angel food cake for his mom. He has plenty of other stuff to delight your senses.
- What better way to celebrate National English Language Day ...
- And the final thing ... National Nose-picking day! But we'll have none of that there that night! If you must, do it before you get there!

MEMBER CORNER

New member, author Judy Ann Pierce, says she'll be signing books and be available to talk about *The Surprising Scary Day, An Albert and Friends Adventure*. The book, for children ages 4-8, is about friendship, kindness, working together, and bullying. Artist Kathleen Flanagan Kresa created the beautiful illustrations that children of all ages can enjoy. Questions are at the back if the book to help promote conversation.

The Surprising Scary Day, an Albert & Friends Adventure.

 **BOOK LAUNCH PARTY**

Saturday, March 4, 2017 ~ 2-4pm

The Avid Reader at Tower

New Location!! 1945 Broadway

Sacramento

Celebrate with (NCPA member) author Judy Ann Pierce as she introduces her new children's book,

The Surprising Scary Day, an Albert & Friends Adventure

A toast will be made at 2 o'clock for everyone attending, to celebrate both her new book and the new Avid Reader location. She is honored to have the first author event in the new store!

Please come and celebrate with Judy and check out this wonderful bookstore at its new location.

Hosted by NCPA Silent Auction donor The Avid Reader at Tower





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

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GENEROUS DONORS to 2017 SCHOLARSHIP SILENT AUCTION

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

- ★ **Back again** ... just like clockwork, **Grand Oaks Inn B&B in Clements California** ... annual donation, since day one of our Silent Auctions, even prior to the Scholarship.
- ★ 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 Repeat donor numerous years
- ★ For the 2nd 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 2nd year, our host venue, **Cherry Island Golf Course**, has donated one day of golf for 4, golf-cart included. \$212 Value 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 * 916-489-1599
- ★ For the 2nd 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.
- ★ NCPA member, author Margie Yee Webb will donate a "Kitty Basket"

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your fabulous generosity year after year.

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(916-991-6875)

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