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SPA Annual Book Awards and Conference to Feature John Kremer

By Andrea W. Patterson

April 5 marks the ninth annual Sacramento Publishers & Authors book awards gala honoring the best books published by SPA members in 2002.

The ceremony will be combined with a morning conference featuring book-marketing expert John Kremer, author of the classic *1001 Ways to Market Your Book*. Kremer will share his seven secrets of success in marketing books and discuss the five most important things he has learned in his 20 years of marketing experience.

"I designed the strategy that enabled a self-published author to become a New York Times No. 1 best-selling author of nine books," Kremer said.

And that's not all—Kremer promises that he can teach the inside secrets of how other book publishers sell more books every day. In addition, two lucky persons will be picked from the list of registrants for a free half-hour consultation with Kremer.

Attendees will be served a gourmet lunch in the Embassy Suites atrium while the Show Biz Kids, performers at Sacramento Kings and Monarchs games, provide entertainment.

Following lunch, the action returns to the Embassy Suites ballroom, where the 2003 SPA book award winners will

be announced. News Talk 1530 KFBK and Talk 650 KSTE host Jeff Bell, along with 12-year-old publisher Devin Kelly and marketing expert John Kremer, will emcee and present awards, including legislative and gubernatorial recognitions.

All events will be held at the Em-

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bassy Suites Hotel, 100 Capitol Mall, Sacramento.

The conference begins at 9 a.m. in the River City Ballroom, lunch begins at 12:30 p.m., and the awards ceremony begins immediately after lunch.

Conference registrants are invited to attend the kick-off reception with local media, authors, and booksellers on Friday, April 4, at 6 p.m. in the Terrace

Room at the Embassy Suites Hotel. Registrants will enjoy complimentary hors d'oeuvres and a no-host bar.

Registration for these events is \$75 for SPA members and \$90 for nonmembers before March 28. After March 28, the fee increases to \$85 for members, \$100 for nonmembers.

Nonmembers may join SPA and apply \$20 of their registration fee toward the \$40 annual membership fee.

Those who wish to attend only the awards luncheon pay \$30, member and nonmember. The fee will increase to \$35 after March 28.

A limited number of rooms have been reserved at the Embassy Suites Hotel at \$139 per night. All rooms are spacious two-room suites and include a complimentary full cooked-to-order breakfast each morning, daily newspaper, and spectacular view. Make reservations by calling 1-800-498-5237.

Introducing...

Meet SPA's newest members:

- ~ Melanie Bedwell, Granite Bay
- ~ Dev Berger, Sacramento
- ~ Robert Brekke, Roseville
- ~ Greg Everett, Chico
- ~ Esther Franklin, Sacramento
- ~ Jean-Marie Hammett, Sacramento
- ~ E. Loraine Holden, Fair Oaks
- ~ Linda Marchus, Loomis
- ~ Steve Edward Miller, Sacramento
- ~ Dan O'Connor, Danville
- ~ Holly Seambosio, Sacramento

Save the date! Brown bag lunch, May 14, noon-2 p.m.

Members asked for daytime meetings. The first brown-bagger, to be held at Arden-Dimick Library, is a direct result

of member comments. If members like the location and format, more brown-bag meetings may be scheduled.

Promote - Educate - Network

President's corner

By Bob Dreizler

SPA members will see some changes in 2003. Our membership meetings will still be held in the SMUD building, but in a smaller, more intimate room. We are also switching our meeting date to the second Wednesday of most months, and we are trying some new formats and locations.

Be sure to consult our newsletter or our Web site for the latest information about upcoming events.

I'd like to welcome a new board member. Bill Pieper will be heading our speakers bureau and acting as liaison with local organizations. If you know of any organization that would like to learn more about SPA, please leave a message for Bill at (916) 487-9049.

Publishing University Scholarship

Lew Osteen, Osteen Zalar Publishing Company, was awarded the 2003 PMA University scholarship and Sacramento Publishers & Authors PMA Affiliate Scholarship. This scholarship allows one person from an affiliate organization to attend at no charge eight PMA-U seminars at the two-day conference and up to a \$500 stipend towards his travel or accommodations costs.

Finally, I'd like to acknowledge our value to society as we inform, entertain, and educate in these difficult times. The importance of authors, writers, and publishers is strongly acknowledged in the Bill of Rights.

The First Amendment says, in part, that "Congress shall make no law... abridging the freedom of speech, or of the press; or of the right of the people peaceably to assemble."

We must continue to defend these freedoms. As Benjamin Franklin said during another perilous time in American history, "Those who would give up essential liberty to purchase a little temporary safety deserve neither liberty nor safety."

PMA-U is held every year just prior to BookExpo America and in the same city as BEA. This year PMA-U will be held May 27-29 in Los Angeles.

When Lew returns, he'll share what he learned at the June 11 meeting.

A complete list of PMA member benefits is online at www.pma-online.org/memben.cfm.

Speakers Bureau Update

Several organizations have requested speakers from SPA to discuss publishing, writing, and SPA at their meetings. As we expand our publicity efforts, we expect more requests and want to gear up accordingly.

Please contact Bill Pieper at (916) 487-9049 or holdenresearch@att.net to learn how you can help or to provide information about organizations you think might be interested in SPA's message.

Get in the SPA Directory!

In early March, the 2003 SPA Membership Directory will be printed! If you submit your 2003 membership dues by Feb. 12, you can guarantee a listing. Check the appropriate boxes on the membership form if you DO NOT wish to have any of your information printed; please pay special attention to that section. If no boxes are checked, we will assume you wish all of your information printed.

The directory will be available at the March 12 meeting and will be mailed to those members not in attendance. Our members and links to their Web sites are already listed on the SPA Web site at www.sacpublishers.org/resources/directory.html. Pay it a visit!



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The first English self-publisher was William Caxton. A textile merchant based in Bruges, Caxton was also a writer. His translation from the French of *Recuyell of the Historyes of Troye*, self-published around 1475, was the first printed English-language book.

Two years later Caxton returned to England, setting up a printing house that published still-studied works such as *Morte d'Arthur* and *The Canterbury Tales*, and establishing the independent publishing tradition followed by members of Sacramento Publishers & Authors.

Advertising Space Available

SPA members can now advertise in the *Pen & Press*. Business card size ads (2 inches by 3.5 inches) are only \$15. Make your check payable to SPA and send with your business card or your desired wording on a separate piece of paper to P.O. Box 161053, Sacramento, CA 95816.

Good news

Tamara Dorris, *www.asharpedge.com*, has filed for her business license and officially started her new venture, Empowered Press Publishing. Her book *Get Well Now!* will go to print in a few weeks, and one more book is slated for publication this year.

Ben Gay III, The LJR Group/Hampton Books, sold almost \$10,000 worth of *The Closers* books/tapes after a recent sales training seminar in Garden Grove. Since the promoters professionally videotaped the seminar, he'll have a whole new product—the video—to sell for years to come, at no cost!

Former SPA president Dierdre Honnold, Wordwrights International, just sold the rights to her nonfiction title, *English with Ease*, to a publisher in New Delhi, India. Earlier this year, she sold the same rights to a publisher in Taipei, Taiwan, and in Seoul, South Korea. Her second e-book, a novel, *Legacy of Love*, was published by RFI West this year.

Last year Lew Osteen, Oz-Osteen Zalar Publishing Company, published *The Joshua Trail* and *A Season of Reckoning*, both by Early Santee, and had *Six Notch Road* by Early Santee reprinted. Lew has successfully sold his books at a number of fairs and other alternative venues during the past year.

A historical fiction, *The Far Side of the Moon*, by Jonathan Pearce, Balona Books, *www.balona.com*, has received critical praise from the Midwest Book Review, Rowse Reviews, and the Mountain Democrat in Placerville. It has also been added to the California Library Association's Addendum of Best Books for Children and Young Adults.

The *Far Side of the Moon* tells the story of the ill-fated Aizu-Wakamatsu Colony, a group of refugees from a civil war in Japan who attempted to start a tea and silk company in the California foothills around 1870. The colony founder's nursemaid, a character known as O-Kei whose legend is well-known in

Japan, was the first Japanese woman to die in the United States.

Bruce Rawles, Elysian Publishing, reports both the English and German editions of the Sacred Geometry Design Sourcebook continue to sell steadily. The English edition has been in print for nearly seven years. He sells his books through the Web and a handful of bookstores around the country. He prints a few dozen at a time on demand at a local print shop and keeps getting orders for more.

"I suppose that is one of the plusses of writing a reference book; it never goes out of date!" he said. He has been exploring 3D ray-traced geometric art, which will no doubt find its way into the two or three book ideas that are in various stages of gestation.

In 2002 Naida West, Bridge House Books, reprinted all four of her titles—20,000-plus books, many sold through distributors and Costco.

Her title *From Hell to Jackson Hole* won PMA's Ben Franklin Award, and the Kansas-based author was interviewed on top radio stations in 80 media centers across the U.S.

Naida's own book, *Eye of the Bear*, won ForeWord Magazine's Book of the Year Award.

The Idaho author of *Symon's Daughter*, which won SPA's Gold Award in 2002, exulted over the congratulatory letter from Governor Davis that accompanied the SPA award, and an Idaho newspaper excerpted the letter.

In June a British literary Web site published a review of *River of Red Gold* calling Naida "the best stylist to come along in the English language since Steven King."

In September Naida was honored at the first-ever Poosooni reunion for literally putting their ancestors' home place on the map in her novel, *Eye of the Bear*.

Sandra Williams, Williams Writing, Editing & Design, completed the long-overdue redesign of her Web site at *www.williamswriting.com*, adding more information for authors.

BEA Opportunities Abound

By Janice Marschner

BookExpo America (BEA) will be held in Los Angeles from May 30 to June 1. The site varies annually—in 2001 BEA was held in New York and in 2000, Chicago—so we're fortunate to have it so close this year.

BEA is the largest event in the U.S. serving the \$25.3 billion book industry. It is a showcase of books in all formats, gift merchandise, and other non-book products, as well as new technology and services for publishers.

If you wish to have your book or books displayed at BEA, sign up with Publishers Marketing Association (PMA). For \$65 per title, your book will be displayed in PMA's eight-booth complex in an excellent location on the main floor. Titles are displayed face out in their specific genre, and complete ordering information is printed in the on-site and Internet catalogs. If you display with PMA, you will also have the opportunity to sign books in the PMA time-share booth. Authors who display with PMA can request free badges to the BEA.

The SPA Board considered renting a booth, but the booth we could afford would have been in the basement away from all the action and foot traffic.

BEA is a fabulous, one-stop way to get a mind-boggling view of what the publishing world is all about. You can meet some of the people you deal with on a regular basis by phone or e-mail—buyers, distributors, printers, etc. You also can see the best-selling authors in action.

Rick Frishman, co-author of *Guerilla Publicity*, recommends, "Even if you don't exhibit at them, trade shows are worth attending. When you attend, make your two key objectives to work the floor and meet the press:

- Circulate, visit and examine every booth
- Take handouts and study what's being offered
- Sit in on presentations, seminars and meetings
- Introduce yourself, deliver your message and add them to your network
- Hand out your business cards to anyone who breathes, even faintly."

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**Join us at the next SPA
meeting on Wednesday,
Feb. 12!**

RETURN SERVICE REQUESTED

Meetings

Visitors are always welcome! There is no charge to attend. Meetings run from 7 to 9 p.m.

Most meetings are held in the SMUD conference room at 6201 S Street in central Sacramento just off Highway 50.

To see a map, visit the SPA Web site at www.sacpublishers.org. Call (916) 444-0117 for more information.

The meeting dates for 2003 are:

- January — No meeting
- Feb. 12, 7 p.m., SMUD
- March 12, 7 p.m., SMUD
- April — No meeting; Book Awards and Conference on April 5
- May 14, noon, Arden-Dimick Library
- June 11, 7 p.m., SMUD
- July 9, 6 p.m., Naida West's Ranch
- August — No meeting
- Sept. 10, 7 p.m., SMUD
- Oct. 8, 7 p.m., SMUD
- Nov. 12, 7 p.m., SMUD
- Dec. 10, 6 p.m., Dee Linton's home

Feb. 12, 7-9 p.m.

Getting Your Books into Stores and Distribution Systems

A frank roundtable discussion with members and reps from chain stores and distributors.

March 12, 7-9 p.m.

Book Doctoring, Ghost Writing, and Editing

A panel of specialists will explain what they do and invite questions. If you're a writer, you need editing to get a good publisher. If you're a publisher, you need good editing to shuck the bad old self-publishing image. And we all need to keep abreast of changes in this interesting language. Make a list and come prepared with questions.

April 4, 6-9 p.m., Embassy Suites Media-Author Reception

Hors d'oeuvres and a no-host bar; free to conference registrants.

April 5, 9 a.m.-3 p.m., Embassy Suites

Annual Book Awards & Conference

Celebrated book marketing guru John Kremer shares his expertise. After lunch join other conference attendees at the ninth annual book awards.

May 14, noon-2 p.m., Arden-Dimick Library, 891 Watt Ave.

Alternative Book Sales in the Sacramento Region

Brown bag luncheon in the conference room in Arden-Dimick Library on Watt Ave. Members share secrets of moving inventory outside the book trade—a must for small publishers. Pack your questions and your lunch.

June 11, 7-9 p.m., SMUD

PMA-University and BEA Report

The SPA scholarship recipient and other attendees will discuss what they learned. Don't miss it!