

The Written Word

UPPAA NEWSLETTER



APRIL CONFERENCE

This year's main conference will be held on Sat, April 29 in the Explorer rooms of the Don H. Bottum University Center at NMU (the smiley face on the map, not the star!). The entrance to use is on Kaye Avenue.

In order to attend, send in the registration form (last page) along with a conference fee of \$10 for members, plus \$5 if you want a share of a display table, by April 15, to be sure Paula gets it before the 20th. This fee is above and beyond the yearly membership dues since we had to rent a space in order to accommodate all those who wish to participate. Make checks payable to UPPAA, and send to Paula VanderMey at 20188 CR 407, Newberry, MI 49868.

The conference will run from 9:30 to 4:30, with three workshops of your choice to attend (one per session) as detailed below. There is also a food court on the premises where attendees may purchase a lunch.

Enclosed inside the newsletter is an additional flier for the conference that you can hand out or post to help us advertise the event. It also goes over the session material in greater detail and lists the presenters. See you there!

SESSION 1 - 10:25 thru 11:45am

The Basics - rm 10 - getting started as an independent
Marketing Tips - rm 11 - get book review & sell to libraries
Writing - rm 12 - getting readers' attention in the opening

SESSION 2 - 1:00 thru 2:15pm

Doing a book signing - rm 10 - how to set up & sell
Book cover design - rm 11 - elements, psychology, etc
Selling from your website - rm 12 - getting them to visit

SESSION 3 - 2:30 thru 3:45pm

Getting your book printed - rm 10 - the best option for U
Electronic spin-offs - rm 11 - e-books and CD's
Word processor formatting - rm 12 - type "printer ready"

VOLUNTEERS NEEDED

The position of membership chair is open this year and needs to be filled by someone willing to keep track of members and dues. Also, the position of newsletter editor will need to be filled, if not this year, then definitely by the next. If you're thinking you'll have fun with it like I do, volunteer now so I can help you out with it this year before you're on your own next year. Volunteers will be asked for at the conference.

We also need room monitors for the conference - one for each workshop. They'll introduce the speaker and keep an eye on the time to keep us on track. To volunteer, contact Paula at (906) 658 - 3301.

DUES DUE APRIL 1!

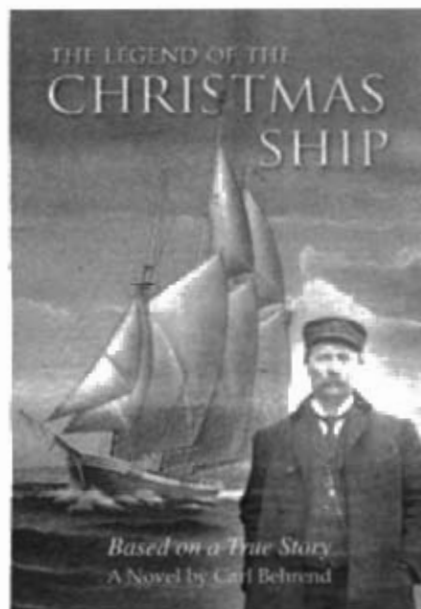
Just a reminder to send in your dues for the upcoming year by April 1! Last newsletter we warned that members who haven't done so would be dropped from the mailing list, but as the stickers on the mailing labels indicating when you're due were incorrect, the past due crowd is getting lucky one last time. If you're going to the conference, you can make out one check for \$30 to UPPAA and send it to Paula by the 1st with your registration. (Her address is mentioned in the conference info.) Thanks!



NEW BOOKS FROM MEMBERS

The Legend of the Christmas Ship

by Carl Behrend



Action, suspense, romance, adventure...Carl Behrend, kin to the Schuenemann family, brings to life one of the best known and best loved shipwreck stories of the Great Lakes. Enjoy this new family holiday tale crafted from the legends, lore and true events surrounding the famous Christmas tree ship.

Venture back in time to 1911. Chicago, Illinois, the city now rebuilt after the great fire, is busy readying itself for the Christmas holiday. **Experience** larger than life characters, including Great Lakes pirate Dan Seavey, blustery soul saver Captian Bundy and his gospel ship, and the studious Captain Schuenemann, skipper of the vessel that each season hauled thousands of holiday trees to Chicago from Michigan's Upper Peninsula. **Witness** a tender love affair between two star-crossed lovers whose fates are intertwined forever. **Smell** the evergreen boughs. **Hear** the endearing tale of a family's struggle to keeps its seasonal business afloat. **See** how this endeavor would become a holiday tradition for countless numbers of Chicago area residents. **Be there** to relive these historic times when electric lights and

wireless communications were something new. The Titanic had yet to set sail, and automobiles are something to marvel at. **Climb aboard** for a journey you'll likely want to take every Christmas, down bound from upper Michigan to Chicago's Clark street bridge. All aboard the Christmas Tree Ship.

\$18.95 paperback, \$26.95 hardcover. 385 pages, over 70 historic photos. Available at bookstores or order online at www.greatlakeslegends.com.

***Over Christmas, Carl sold nearly all the 4,000 copies of his first printing, done in November. In April, he'll be going to Hollywood to discuss making a film of the book. Congratulations, Carl!

TV COVERAGE

Walt Sheil and his daughter Lisa (Sheil) appeared on the TV6 6 o'clock news Feb 2 after a lengthy interview covering Lisa's studies for her novels, "The Hunt for Bigfoot" and "Lord of the Dead", a human origins novel, as well as her new appointment as a certified field investigator for the Mutual UFO Network. Currently, Lisa is working on two books, a third fiction novel and a first non-fiction book, both dealing with her continuing studies of human origins.

Lisa has gotten quite a bit of press in the Marquette and Houghton papers, as well as some on-air interviews on Toronto drive-time talk shows, but this is her first TV appearance. Walt's dedication in finding an angle they could use on the news has finally paid off. Congratulations!

PRINTER DISCOUNT

The owner of Designotype Printers, a Calumet printer with an excellent and well earned reputation according to member Walt Shiel, has offered to extend a 10% discount on all pre-paid orders from UPPAA members. This can be handled via their website - <http://designotype.com> - or by calling (906) 482 - 2424.

Their services do not include book printing, alas, but do cover brochures, flyers, business cards and such plus odd bits such as Walt's line of old military flight manual reprints. You can upload files via the website and they'll ship the printed materials to you. Their turn around times are outstanding, and they're more than happy to work with any special requirements you may have. Business start up package orders also receive a 13% discount.

April Workshop



Interested in self-publishing?

Improve Your Writing Product with **Better** Business Practices, Printing **Savvy**, and **Creative** Marketing.

April 29 Conference Schedule

9:30 - 10:00 am - Registration	10:25 - 11:45 am - Session 1	2:15 - 2:30 pm - Break
10:00 - 10:15 am - Welcome	11:45 - 1:00 pm - Lunch-food court available	2:30 - 3:45 pm - Session 3
10:15 - 10:25 am - Find your Session	1:00 - 2:15 pm - Session 2	3:55 - 4:30 pm - Feedback

SESSION 1 CHOICES	SESSION 2 CHOICES	SESSION 3 CHOICES
<p>The Basics of Publishing - Room 10 <i>Bob Hruska</i> "what you need to know to get started as an independent publisher"</p>	<p>Doing a Book Signing - Room 10 <i>Donna Jean Pomeroy</i> "how to set up a book signing & how to sell your book while you're there"</p>	<p>Getting your Book Printed - Room 10 <i>Walt Shiel</i> "Choosing the best printing option for you"</p>
<p>Marketing Tips - Room 11 <i>Dorothy McKnight - Lifestyles Editor for the Escanaba Daily Press</i> "getting book reviews" & <i>Karen Peterson - Director of the Escanaba Public Library</i> "selling to libraries"</p>	<p>Book Cover Design - Room 11 <i>Vivian Bradbury - General Manager of Sans Serif Inc</i> "elements of front & back covers, title and subtitle considerations, effective sale copy, how to set a price point, Do's & Don'ts of a successful coverColor (usage, psychology, & symbolism), whether the cover needs an image, review & critique of eg's, Q&A"</p>	<p>Electronic Spin-Offs - Room 11 <i>Craig Woerpel of Woerpel Images</i> "Want to make an e-book? CD?"</p>
<p>Writing - Room 12 <i>Gabriella Derusha</i> "practical advice on getting the reader's attention in the opening paragraphs, avoiding grammar and logic mistakes, & some discussion on modern poetry"</p>	<p>Selling Books from your Website - Rm 12 <i>Janet Bonarski</i> "If you build it, they won't necessarily come. But..."</p>	<p>Word Processor Formatting - Rm 12 <i>Panel Group</i> "How to type your book in "printer ready" format"</p>

How Do I Sign Up?? Details on reverse >>>

Registration form for 6th Annual UPPAA Publishing Conference April 29, 2006

Name: _____ Phone: _____

Address: _____ City/State/Zip: _____

Email &/web address: _____

WORKSHOP PREFERENCES:

SESSION 1: _____ / \$10 Member Registration Fee
SESSION 2: _____ / \$20 UPPAA Membership Fee
SESSION 3: _____ / \$15 Non-Member Registration Fee
/ \$5 Display Table

Detach above and enclose with check for your total, payable to UPPAA, and send to:

Paula VanderMey - 20188 CR 407 - Newberry, MI 49868 - ??? (906) 658-3301



Receipt of Registration Deadline is April 20!

This year's conference will be held on Sat, April 29 in the Explorer rooms of the Don H. Botton University Center at NMU (the smiley face on the map, not the star!). The entrance to use is on Kaye Avenue.

The conference will run from 9:30 to 4:30, with three workshops of your choice to attend (one per session) as detailed on the reverse. Attendees can purchase lunch at the food court on premises. Pre-registration is required by April 20th, and early sign up is recommended. The cost to attend this day-long working conference is \$15 for members and \$10 for members. 1/2 tables for authors selling books, artists who make covers, printers marketing services, etc. are also available for \$5.



Travelers are welcome to contact the Chamber of Commerce at 888-578-6489 or www.marquettecounty.org for lodging. As there's a weight loss convention as well that weekend, travelers will have to either book early or find a place in surrounding communities. The Ishpeming Country Village - (906) 486-6999 - has a well recommended Inn by a bookstore.

Questions?? Visit www.findingmichigan.com/uppaa

Email 45ppc@findingmichigan.com

Write 4711 Championship Dr. Gaylord MI 49735

Call Jan Bonarski (989) 731-9862

Working Together to get YOUR WORDS into PRINT

WWW. findingmichigan .com/uppaa

EVENTS & CONTESTS

Ann Arbor Book Festival
Saturday, May 13, 2006
www.aabookfestival.org

Great Lakes Booksellers Association
Fall Conference & Trade Show
October 6-8, 2006
Dearborn, MI
www.books-glba.org

Detroit also had a book festival for the first time last year, during the weekend preceding Ann Arbor's. The website isn't updated yet for 2006 but you can get routed to a phone number for info at -
www.detroitpubliclibrary.org/events

There will be a writer's workshop in **Escanaba** April 1st and 2nd, from 10 to 4, at the Bonifas Arts Center. Eileen Malone, author of "The Complete Guide to Writers Groups, Conferences, and Workshops" will be leading this two day workshop for writers of all levels in Quicksilvering Experimental Creative Writing. She is a successfully published and award winning poet and short story writer with works published in over 300 journals and anthologies. Visit www.bonifasarts.org or call (906) 786-3833 for more information. Cost is \$49.

The UP Writer's group also has a list of upcoming contests and such - contact Angie or Moira for info.

MARKETING RIGHTS

One of our members, in researching marketing strategies, had looked into Amazon's "look inside the book." Having been mentioned in PMA articles, he researched it further and thought it to sound good for a small press writer. Upon reading the fine print, however, he found that signing a contract with them gave Amazon "a royalty-free, non-exclusive, worldwide, perpetual, irrevocable right and license to (A) use, reproduce, perform, display, and distribute any copyrightable works. (B) adapt, modify, reformat, and create derivative works of any content, (C) sublicense the foregoing rights to any..."

It is quite possible of course, that this language is intended to prevent frivolous lawsuits, or that this reader may have missed other fine print affording writers protection against unwanted modification of their work. It is still a fact that neither of the aforementioned may be true - such is standard practice for the large publishing companies many self publishers would not choose to do business with, for exactly that reason. So let this be a word to the wise - check into the marketers before you sign anything!

FREE SET UP

Another member found a POD printer through the EPIC list which charges no set-up fee for quality product if you're skillful at creating rtf files to their page layout specifications and pdf files for covers, a necessity as they are completely automated. Lulu.com is in North Carolina, and will also offer your titles as e-book downloads or as POD copy sales, so writers who don't want large press runs make more money selling through them than by handling the books themselves. Check it out!

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Email &/web address: _____

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The Written Word is a publication of the Upper Peninsula Publishers and Authors Association
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