

NEWSLETTER #24
AUGUST 2006

The Written Word



UPPAA NEWSLETTER

FALL MEETING

The UPPAA Fall Meeting will be held on October 14th in Manistique at the Comfort Inn, 617 East Lakeshore Drive next to the Big Boy (phone 906-341-6981). A block of rooms has been set aside at the special price of \$59⁰⁰ per night. These rooms have two queen beds, so sharing is an option. Those who come early may gather for an informal “reading” session from their books.

Meeting Agenda

- 10:00 am:** Introduction of Members
- 11:00 am:** Business Meeting (planning for Spring meeting agenda and election of officers)
- Noon:** On your own for lunch (several nearby possibilities)
- 1:30 pm:** Keynote Presentation, Moira Wilson (*Getting Permission to Use Copyrighted Material in Your Books*); Q&A
- 2:30 pm:** Break
- 2:45 pm:** Short Presentation, Jan Bonarski (*Your Publishing Business, How to Run it Like One*); Q&A
- 3:45 pm:** Final Issues
- 4:00 pm:** Adjourn



MEMBERSHIP CHAIR

Please note that our new membership chair is Joan Hansen (email: jhansen@tourvilles.com). All future communications concerning membership should be addressed to her.

Remember, dues are \$20/year and due by April 1st each year. If your mailing label shows out-of-date dues, please bring them up-to-date right away. Make checks payable to UPPAA, not to Joan, but send them to:

Joan Hansen
900 Garfield Ave. #2
Marquette, MI 49855

BISG on ISBN-13

The Book Industry Study Group recently listed common publisher ISBN-13 transition mistakes. Here are the top three:

1. Confusing the new 979 and 978 ISBN prefixes. When converting a 10-digit ISBN to 13-digits, use only the 978 ISBN prefix. No ISBNs that currently exist in 10-digit form will ever have the 979 prefix. (See examples at www.bisg.org/docs/erroneous_barcodes.pdf)
2. Not recalculating the check digit. When ISBN-10 is converted to ISBN-13, the check (final) digit must be recalculated (never just add 978 in front of the ISBN-10). If you don't do this right, you'll have an invalid ISBN. (Find a converter at www.bisg.org/isbn-13/converters.html)
3. Acquiring ISBNs from any source besides the US ISBN Agency (www.isbn.org). Some independent websites are offering to sell ISBNs. Run, don't walk! These “ISBNs” are not valid.

The BISG ISBN-13 website averages over 25,000 hits monthly, more than 200 people monthly download the ISBN-13 webinar. The most popular BISG page is “ISBN-13 for Dummies®” (www.bisg.org/isbn-13/index.html). This is the best source for the straight facts about the conversion!

PRESS RELEASES

In Joan Stewart's excellent *The Publicity Hound* newsletter, Joan has offered a short course on “89 Ways to Write Powerful Press Releases.” This set of steps goes far beyond the usual conventional wisdom of why and how to write and release press releases. I'm only one-third through and have already picked up some great tips. You can find the web page at:

<http://tinyurl.com/pwnu7>

That's where you can take her short quiz and sign up for her mini-course (actually a series of 89 very short, tightly focused lessons distributed by email) by clicking on the link “**Press releases just got easier thanks to this free tutorial**” at the top of the page. Trust me, this is well worth your time!

Also, take the time to sign up for her free email newsletter while you're on that page. You might want to consider her more in-depth, paid subscription newsletter, too; it's also very worthwhile. Publicity is her game.

AUTHOR OR PUBLISHER?

A recent PMA Hotline newsletter (from the Independent Book Publishers Association), included the following report from the 2006 BEA Convention:

On a somewhat discouraging note, we met with many, many authors on the floor who chose to print their titles with Print on Demand houses, and were told by these houses that they were the publisher of their title, when in fact they are only an author with the POD house. There's an easy way for any author to check out whether or not he/she is a publisher. You simply call the R.R. Bowker company at 877-310-7333, present them with the ISBN number and ask who is the registered owner of that number. As an author, one is limited with what can be accomplished. You cannot contract with a distributor and/or wholesaler, since you are not the publisher, and most orders that go through the traditional system will not be sent to you but to the registered owner of the ISBN. To help many people who think they have become self-publishers and have used this method to enter the world of publishing, we encourage you to check out your ISBN before you begin spending your marketing or PR dollars.

GLIPA NEWS

The Great Lakes Independent Publishing Association held its inaugural meeting on April 29th. They elected officers and agreed to the following mission statement:

To advance independent publishing through professional development, cooperative marketing, and industry affiliations; to support free speech and the right to publish without restriction; to pledge fair and respectful treatment of those professionals with whom we collaborate, which include but are not limited to authors, artists and designers, editors, indexers, publishers, book producers, printers and distributors. Membership is open to anyone who is involved in the publishing world.

The new organization plans to become a PMA affiliate and a non-profit association in the State of Michigan. For the present, costs of meetings will be split among attendees in lieu of dues. The next meeting is scheduled for 2-5 pm on either October 15th or 22nd in Dearborn. GLIPA officers include:

President	Sherry Wells
Vice President	Heather Buchanan
Secretary	Anne Knudsen
Director/Publicity	Gary Shoup
Director	Jim Kepler

If you are interested, contact Sherry Wells by email at lawells@tm.net or by phone at 248-543-5297.

WARNING

PMA recently sent out this email advisory warning members about review-copy requests from Norman Reviews:

We have received several calls and emails at the PMA office regarding a "publication" called Norman Reviews. This person is requesting seven copies of our member's titles for "several reviewers," in exchange for which they promise "Repeat Reviews (Aug-December)" of their book. This request comes in the form of a poorly reproduced, sloppily hand-written two-page order/request type of form. Norman Reviews is not one of the review sources to which PMA sends any of our catalogs or marketing materials and we are not familiar with this group in any way.

Note: Legitimate requests for review copies should be well-prepared and list publications for which the reviewer(s) have written reviews. Contact the editors at the publications for confirmation. Otherwise, your books are likely headed directly to eBay!

BOOK TALK

Some books are to be tasted, others to be swallowed, and some few to be chewed and digested.

Francis Bacon (1561-1626)

How many a man has dated a new era in his life from the reading of a book!

Henry David Thoreau (1817-1862)

UPCOMING EVENTS

Midwest Booksellers Association, Sep 28-30, St. Paul, Minn.

www.abookaday.com

National Book Festival, Sep 30, Washington, DC (hosted by First Lady Laura Bush)

www.loc.gov/bookfest

Great Lakes Booksellers Association, Oct 6-8, Dearborn, Mich.

www.books-gba.org/tradeshow.php

SPAN Small Publishers Marketing Conference & Trade Show, Oct 27-29, San Mateo, Calif.

www.spannet.org/conf-home-2006.htm

Buckeye Book Fair, Nov. 4, Wooster, Ohio.

www.buckeyebookfair.com

Essence of Motown Literary Conference, Nov 10-12, Detroit, Mich.

www.geocities.com/EssenceofMotown

NEW BOOKS FROM MEMBERS

UPPAA MEMBERS HAVE BEEN VERY INDUSTRIOUS OVER THE PAST NINE MONTHS OR SO! If you want proof, just peruse this list of new books they've produced. Topics run the gamut—lighthouse keepers, murder mysteries, UP weather, new baby brothers, adventure tales, hunting and fishing stories, what to do with a new baby brother, self-help, UP historical fiction, and even Bigfoot. If you don't find something here that arouses your interest, quenches your thirst for knowledge or fulfills your quest for betterment, maybe you just need to read the listings one more time. The books below are listed alphabetically by title.

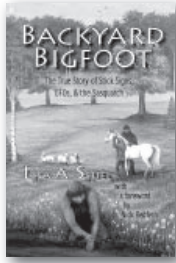
Keep UPPAA member books in mind when working on your Christmas gift lists!



A Baby Brother! Oh No! by Joann Hakala ✕ \$10.95
Beaver's Pond Press (August 2006) ✕ ISBN: 1-59298-152-6 ✕ 32 pages

Sara and Nicole want a baby sister. After all, they've heard baby brothers are big trouble! Now they must figure out what to do with their new baby brother. Based on a true story, *A Baby Brother! Oh No!* helps girls welcome new siblings by dispelling their fears that the new baby won't like them or the things they do. Parents, grandparents, and family friends will find in this book many good ways to open conversations with anxious sisters-to-be.

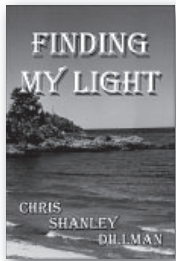
Available from the author (email Jooha@sbcglobal.net) or online (www.BookHouseFulfillment.com).



Backyard Bigfoot: The True Story of Stick Signs, UFOs, & the Sasquatch by Lisa A. Shiel ✕ \$15.00
Slipdown Mountain Publications LLC (March 2006) ✕ ISBN: 0-9746553-6-8 ✕ 200 pages (140 photos)

Bigfoot: fact or fiction? From recent footprints to ghostly figures painted on stone centuries ago, *Backyard Bigfoot* presents startling evidence that the hairy creatures who lurk in our world's backcountry represent more than a figment of our collective imagination. Bigfoot expert Shiel lays out the evidence—physical and folkloric, ancient and modern—to prove that Bigfoot and its kin all over the world stand closer to us than we ever imagined.

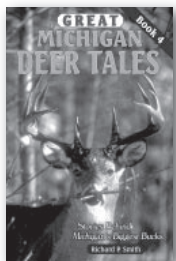
Available from the publisher (www.BackyardBigfoot.com) and online retailers.



Finding My Light by Chris Shanley Dillman ✕ \$19.95
PublishAmerica (January 2006) ✕ ISBN: 1-413-74970-4 ✕ 198 pages

With her father serving in the Civil War, 16-year-old Emma Truckey struggles through battles of self-doubt while assisting her mother, who has assumed her father's duties as keeper of the Marquette Lighthouse. Between chores and adventures with her friend, Emma finds herself mixed up in a wartime spy ring that will ultimately test her confidence and endanger her life. Based on a true story.

Available from the publisher (PublishAmerica.com) and online retailers.



Great Michigan Deer Tales (Book 4) by Richard P. Smith ✕ \$12.95
Smith Publications (August 2005) ✕ ISBN: 0-9710355-1-2 ✕ 128 pages (38 photos)

If you want proof Michigan produces whitetail bucks with some of the biggest antlers in North America and every Michigan deer hunter has a chance of bagging a trophy buck, you will find it in this book by veteran Marquette outdoor writer Smith. This series is a must have if you are a Michigan deer hunter. The stories can be the key to unlocking the door to a trophy buck of your own. Ask about the special price for the whole series!

Available from the author (www.RichardPSmith.com), bookstores and some sporting goods and gift shops.

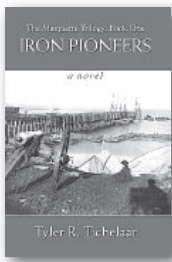


Hilarious Hunting and Fishing Stories of the UP (Volume 5) by Robert R. Hruska ✕ \$10.00
Robert R. Hruska (June 2006) ✕ ISBN: 0-9710355-1-2 ✕ 133 pages

These 29 humorous and well-illustrated stories take place in hunting camps from the UP to remote Canada. Although all begin as true stories, the author's embellishments keep them humorous and entertaining. Many sportsman readers doubtless will be able to relate to these tales from their own similar experiences.

Available from the author (at 140 S. Birch Ave, Gillett, WI 54124), Book World, Barnes & Noble and Waldenbooks.

MORE NEW BOOKS FROM MEMBERS



Iron Pioneers (The Marquette Trilogy: Book One) by Tyler R. Tichelaar ✕ \$25.95
iUniverse, Inc. (February 2005) ✕ ISBN: 0-595-38091-3 ✕ 492 pages

When iron ore is discovered in the UP in the 1840s, newlyweds Gerald Henning and his beautiful socialite wife, Clara, travel from Boston to the little village of Marquette, on the shores of Lake Superior. They persevere despite blizzards, near starvation, devastating fires, and financial hardships. In time, their wilderness village becomes integral to the Union cause in the Civil War and, then, a prosperous modern city.

Available from the author (www.MarquetteFiction.com).



Lord of the Dead (Book Two, Human Origins Series) by Lisa A. Shiel ✕ \$16.00
Slipdown Mountain Publications LLC (November 2005) ✕ ISBN: 0-9746553-2-1 ✕ 292 pages

A continuation of the quest for the truth about human origins, this time through the pages of the enigmatic Book of Thoth. Explores the real debate between Egyptologists, who believe the Book of Thoth contained scientific knowledge largely reproduced elsewhere, and New Agers, who believe the book held magical power and wisdom. This time, as the elusive Planners up the ante, our heroes find they must save the human race itself from annihilation.

Available from the publisher (Lord.SlipdownMountain.com) and online retailers.



Page One: Hit and Run by Nancy Barr ✕ \$16.95
Arbutus Press (July 2006) ✕ ISBN: 1-933926-15-5 ✕ 216 pages

Following the death of her fiancé, talented young Chicago newspaper reporter Robin Hamilton returns to her hometown of Escanaba, Michigan, to recover. She becomes embroiled in the investigation when a prominent accountant is run down in the park across the street from her house and uncovers a trail of deception, adultery and murder in Michigan's Upper Peninsula.

Available from the publisher (www.ArbutusPress.com), online retailers and Book World.



So Cold a Sky: Upper Michigan Weather Stories by Karl Bohnak ✕ \$22.95
Cold Sky Publishing (April 2006) ✕ ISBN: 0-9778189-0-X ✕ 352 pages (200+ photos, 100+ maps)

Take a journey into the past and read stories of the early pioneers and the obstacles they faced in settling the Michigan's UP under "so cold a sky." Browse through personal tales of modern weather events from snowstorms to heat waves. *So Cold a Sky* can be opened and enjoyed at any point, making it a perfect travel and gift book. Marquette's TV6 meteorologist Bohnak offers a rare glimpse of how 19th century pioneers coped with a harsh climate.

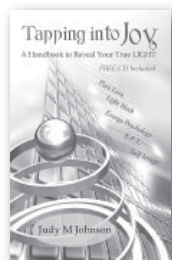
Available from the publisher (www.UPWeatherHistory.com) and regional bookstores and gift shops.



Superior Death by Matthew Williams ✕ \$21.95
Avalon Books (Apr 2006) ✕ ISBN: 0-8034-9768-7 ✕ 262 pages

Set in a UP city loosely based on Marquette, this is a tale of Vince Marshall, a reporter whose mother is the suspect in a mysterious woman's death—a story he's covering for the newspaper. While trying to uncover the woman's identity to clear his mother, he runs afoul of the police chief, an influential family and his over-the-edge boss—each each trying to kill the story for their own reasons—not to mention his mother's silence and his dead father haunting his every step.

Available from the author (www.MysteryMatt.com) and local bookstores.



Tapping into Joy: A Handbook to Reveal Your True Light by Judy M. Johnson ✕ \$18.95
Forget-Me-Not Publishing (August 2006) ✕ ISBN: 0-9785680-0-1 ✕ 144 pages (includes meditation CD)

The Truth is that you have all the Knowledge, Peace, Love, and Joy you desire. Judy shares the tools to help you remember who you *really* are. There is a swiftly growing energy shift on this planet, dispelling old fears and negative programming that limit our freedom to be the people we were destined to be. We have the power to tap into our original greatness. Learn simple techniques that have worked for millions of people around the globe.

Available from the author (at PO Box 216, Skandia, MI 49885) and via credit card (toll-free at 866-691-8873).

Be sure to send me your new book information as the books are published... don't wait to the last minute next time!
WShiel@SlipdownMountain.com • Walt Shiel, 28151 Quarry Lake Rd, Lake Linden, MI 49945

MEMBER NEWS

North Country Press

Going Back to Central: *On the Road in Search of the Past in Michigan's Upper Peninsula* by UPPAA member Lon L. Emerick was selected by WNMU TV13 as the basis for a documentary: "Copper, Iron and Gold," first aired on the public television station in December 2005 and then shown by several Public Broadcasting outlets in Lower Michigan. TV13 selected a previous North Country Press—*Lumberjack: Inside an Era*—for the Upper Peninsula documentary "Lumberjack Life," which won a Michigan Emmy in 2003.

You Wouldn't Like it Here: *A Guide to the Real Upper Peninsula of Michigan*, also by Lon Emerick, was selected as a Finalist in the Humor Category of Foreword Magazine's Annual Book of the Year Awards. Winners were announced during BEA 2006 in Washington, DC. Well Done, Lon!

Slipdown Mountain Publications

Lisa A. Shiel's new book *Backyard Bigfoot* (see the synopsis in the New Books From Members insert) hit the ground running as the publisher struggled to keep up with the demand. Lisa was interviewed on WJBC radio's "The Drive" show (Bloomington, Ill.) on May 15th and KSVY radio's "Daedalus Howell Show" (Sonoma, Calif.) on May 23rd. This followed a feature story on her and her book on the front page of the "Living" section of the May 13th *Daily Mining Gazette* (Houghton, Mich.). The article and audio from the radio interviews can be found on the SMP Media Room web page (www.SlipdownMountain.com/media).

In addition, Lisa gave the keynote address for the May meeting of the Michigan chapter of the international Mutual UFO Network, providing evidence (from the book) for the UFO-Bigfoot connection to the eager audience. Lisa must have been convincing, since virtually everyone in attendance bought a copy of *Backyard Bigfoot*, and many bought copies of her two other books as well! Presentation video clips will be uploaded to the Media Room page soon.

Becky Tavernini

Becky Tavernini, longtime UPPAA member and freelance editor for several UPPAA-member publications, has been selected as the new university editor at Northern Michigan University, where she serves as editor of *Northern Horizons*, the alumni magazine, and assists with the university's other communications and marketing materials. Congratulations, Becky!

UPPAA YAHOO GROUP

Few UPPAA members have subscribed so far to our UPPAA Yahoo Group. If everyone subscribed, it would greatly facilitate group communications and decrease the burden of getting important messages distributed. Also, this is a great opportunity for our geographically dispersed group to share lessons-learned and alert each other to good deals and potential scams. The objective is for this avenue to become the primary means to broadcast UPPAA information to one and all. You cannot be added to the list by anyone else, so here's a short tutorial on how to subscribe.

OPTION 1 (the simplest method): If you can send an email, you can join the UPPAA Yahoo Group. Just send a blank email to uppaa-subscribe@yahoogroups.com from the email account to which you want the group emails sent. You'll get an email from Yahoo; just follow the instructions in it to complete the process. If you're going to be away from your email for a while, you can always unsubscribe by sending a blank email to uppaa-unsubscribe@yahoogroups.com (just remember to resubscribe when you return).

OPTION 2: Go to groups.yahoo.com/group/uppaa and click on the "Join This Group!" button on the right side. Then click on the "Sign Up" link below the "Don't have a Yahoo! ID?" heading.

Once you've signed up, you can start a discussion or ask a question of the group just by sending an email to uppaa@yahoogroups.com (be sure to include a good descriptive subject on your email).

If you have more questions about the Yahoo Group mail options, check out the extensive Help page (help.yahoo.com/help/groups). If you can't find the answer you need, just send an email to uppaa@yahoogroups.com and ask—somebody will be able to help (and others probably have the same question but just haven't asked it yet). There are no dumb questions. We're all here to help each other, right?

Note: if you use email filtering software, be sure to add uppaa@yahoogroup.com to your address book so your filters don't reject or delete group emails.

ONLINE ARTICLES

Big Bad Book Blog: "3 Hot PR Tools for the Budget-Conscious Author" (www.bigbadbookblog.com/2006/05/31/3-hot-pr-tools-for-the-budget-conscious-author)

Publishing Basics Newsletter: "The Hare, the Tortoise, and Publishing" (blog.selfpublishing.com/?p=126)

Laughing Bear Newsletter: "Advertising Books in Magazines" (www.laughingbear.com/lbn.asp?mode=article&subMode=143_advertising)

CONTACT!

Greetings from Copper County! I'm Walt Shiel, the new editor of *The Written Word*. I've met a lot of the members over the past year at the organization's meetings, but certainly not all of you. I am currently Publisher/Managing Partner for Slipdown Mountain Publications LLC (Lake Linden address but, for those who are familiar with the Keweenaw Peninsula, physically located in Jacobsville very close to the old Jacobsville lighthouse).

I have been freelance writing since 1992, with dozens of articles published in magazines in the US, the UK and Australia (plus a monthly aviation column back in 1995-96 and again from last August to the present). Examples of a few of my published articles can be found at www.CessnaWarbirds.com/articles. In 1996, Jones Publishing (Iola, Wisc.) published by first book, a military aviation history titled *Cessna Warbirds*. In 2003, Jones terminated book publishing operations (in favor of their magazines) and I talked them out of all remaining copies of the book and became its official publisher-of-record with R. R. Bowker. We started SMP three years ago and have published five more books (three written by my daughter Lisa and two by yours truly). We just completed editing and layout of Volume 1 of a new military aviation series and are now working on promotional blurbs, advance orders and other pre-pub marketing endeavors—I have two coauthors, one from Nebraska and one from Sweden (don't you just love the Internet?). OK, enough about us.

Please—*please!*—help me make this newsletter an important vehicle for publicizing the efforts of all the talented folks who belong to UPPAA and for helping everyone stay informed on important happenings in our world of publishing. If you have an idea for a short article, have news about you or your books to share, or information you feel would benefit our members, contact me by email (WShiel@SlipdownMountain.com) or toll-free phone (866-341-3705).

If you have publishing or writing questions, fell free to send them to me. I'd like to start a Q&A section in the newsletter. I won't pretend to have all the answers but do assure you that I can find an answer for you somewhere. Go ahead, see if you can stump the chump.

I'd also like to spotlight a couple of members in each issue, so send along a paragraph about you that you'd like to share with the group. I think it would be interesting to find out what others have done/are doing.

Your inputs are important. I'll post reminders to the UPPAA Yahoo Group so you can't claim you just forgot!

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