

FALL MEETING REPORT

The UPPAA Fall Meeting was held on September 29th in Marquette at the Peter White Public Library. Very light attendance did not prevent us from having a good gathering with lots of discussion and give-and-take.

President Lisa Shiel opened the meeting by welcoming everyone and leading a brief around-the-room introduction for the benefit of the new members in attendance. After some general discussions and a short break, Lisa started things off with an informative discussion of how to use blogs and controversy to increase your book sales. Lots of questions and discussions ensued.

After lunch, Jan Bonarski walked everyone through the basics of setting up your accounting system to satisfy the IRS and provide you with a solid picture of how your publishing and/or freelance writing business is doing financially. Lots of good information and plenty of questions and discussions.

The business meeting followed.

Business Meeting Minutes by Gabriella Derusha

President Lisa Shiel called the meeting to order at 3:00 p.m.

Officers present: Lisa Shiel, President; Tyler Tichelaar, Vice-President; Gabriella Derusha, Secretary-Treasurer; Cheryl Corey, Membership Secretary; and Walt Shiel, Newsletter Editor.

Previous minutes: The minutes from the April 21, 2007, meeting were reviewed. There were no corrections or additions. A motion for approval was made, seconded, and passed.

Treasurer's Report: Gabriella apologized for not having a complete report due to a mix-up at the bank regarding the transfer of Treasurer duties. She reported the following current account balances (checking balance does not reflect recent membership dues):

Checking Account	\$1,987.25
PayPal	\$192.53
<u>Total</u>	<u>\$2,179.78</u>

New Business: Walt Shiel led a discussion about adding new information to the website with specific new data fields to be

decided later. A further discussion considered adding bios and pictures to the membership list along with areas of expertise. No decision was made.

The choice of speaker for the Spring Conference was also discussed with Jerry Simmons being the favorite. The board will continue the decision-making process concerning the speaker, date, and place depending on availability. Other additional topics besides the keynote were discussed, but no commitments made.

Adjournment: There was no further business. A motion to adjourn was made, seconded, and passed, and the meeting was adjourned at 4:00 p.m.



Getting Reacquainted

Blogging Discussion



Accounting Discussion

For more photos, visit the www.UPPAA.org website and click on the **Past Events** menu item.

BOOK TALK

To produce a mighty book you must choose a mighty theme.

Herman Melville, *Moby Dick* (1819-1891)

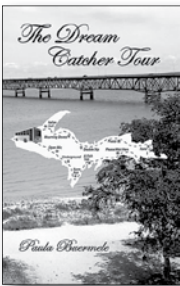
NEW MEMBER BOOKS

Everything hunters need to know for success and how to handle the carcass once a bear is taken. Includes 200 color photos.



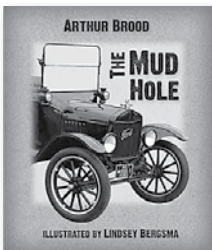
Black Bear Hunting
by Richard P. Smith
Publisher: Stackpole Books
Pages: 384
Paperback—6.5"x9.5"—\$32⁹⁵
ISBN: 978-0-8117-0269-0
Available at
ExploringTheNorth.com/smith/smith.html

While touring the UP, 47 women travel through the prism of time to revisit memories and share recollections.



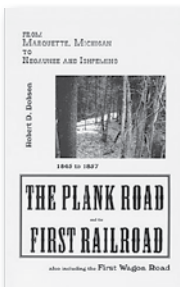
The Dream Catcher's Tour
by Paula Buermele
Publisher: Outskirts Press
Page Count: 148
Paperback—5.5"x8.5"—\$11⁹⁵
ISBN: 978-1-4327-0353-6
Available at:
TheDreamCatcherTour.com

In 1912, young Henry and Robert are tasked with pulling cars out of the farm's mud hole. But what about their summer plans?



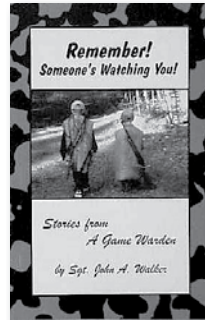
The Mud Hole
by Arthur Brood / Illus. Lindsey Bergsma
Publisher: Class Act Productions
Pages: 120
Paperback—5"x8"—\$6⁹⁹
ISBN: 978-0-9794851-0-7
Available at
ClassActProductions.us

The path of the first roads and railroad between Lake Superior and the first iron mines. With photos by the author.



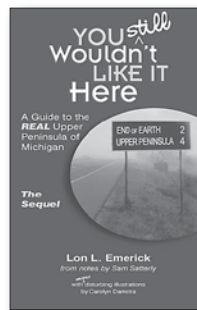
The Plank Road and the First Railroad
by Robert D. Dobson
Publisher: Dobson Publications
Page Count: 132
Paperback—5.5"x8.4"—\$16⁹⁸
ISBN: 978-0-9747708-7-1
FMI: Email rddobson@vbe.com

Hunting stories by a former Michigan game warden offering a different point of view from standard hunting tales.



Remember! Someone's Watching You!
Stories from a Game Warden
by John A. Walker
Publisher: Jaws Publication
Page Count: 160
Paperback—5.5"x8.5"—\$12⁰⁰
ISBN: 978-8-9639798-9-6
FMI: Jaws Publication, 530 Alger,
Manistique, MI 49854

Now comes the sequel—more dire warnings and disturbing illustrations about UP weather, wildlife, nightlife, etc.



You Still Wouldn't Like It Here
A Guide to the Real Upper Peninsula of Michigan: The Sequel
by Lon L. Emerick
Publisher: Avery Color Studios
Page Count: 112
Paperback—5.5"x8.5"—\$12⁰⁰
ISBN: 978-1-892384-44-7
Available at NorthCountryPublishing.com

WHERE ARE MY BOOKS?

Ever wondered which libraries around the world have copies of your books in their collections? There's an easy way to find out. Here's some information from the WorldCatLibraries.org website:

WorldCat is the world's largest network of library content and services. WorldCat libraries are dedicated to providing access to their resources on the Web, where most people start their search for information.

WorldCat lets you search the collections of libraries in your community and thousands more around the world.

You can search for your own books and find out which libraries have copies (and how many they have) at WorldCatLibraries.org/advancedsearch

And the search is free!

GUEST COLUMN

The Wrong Question?

By Jerry Brown

It's a question I'm hearing more and more: Should my company start a blog? In many cases, it's the wrong question. Or, at least, a premature one.

Imagine you work at Home Depot and a customer asks if he should buy an air compressor. You ask him what he wants to use it for. And he doesn't know, but his neighbor has one. So he figures maybe he should have one, too.

I'm hearing a lot of variations of the Home Depot scenario from people wondering whether their companies should start a blog. Several years ago the question was "should my company have a website?"

Both questions remind me of an executive I once supported who wanted a cover story in one of the leading business magazines. When I asked him what the story should be about, he didn't have a clue. He equated public relations "success" with a cover story in that magazine—not what it said or what happened as a result. And I've had clients whose variation of that goal was a story in the *Wall Street Journal*, *New York*

Times, or a local daily—without any other objective in mind.

What all these scenarios have in common is a lack of a clear agenda: an objective, an audience, and messages.

Before you can come up with an intelligent answer to whether your company should start a blog, you need to know how they work and what you can do with them. Then you're ready to ask whether a blog will help you communicate with the audiences you care about in a way that will help you accomplish your business objectives.

After all, there's no reason to use a hammer if what you really need is a saw.

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www.pr-impact.com

Jerry Brown is an independent PR consultant based in Denver who serves clients nationwide. He committed journalism for 20 years and has been practicing public relations longer than that. He plans to keep practicing until he gets it right. Contact Jerry by email at jerry@pr-impact.com or phone at (303) 781-8787.

SPRING MEETING '08

Yes, your UPPAA Board is already diligently working toward another dynamic Spring Meeting. For a variety of reasons, we will meet again at Marquette's Peter White Library. Partially, this is due to Marquette having the best airline connections for our keynote speaker.

Jerry Simmons, our keynote speaker, retired in 2003 as VP Director Field Sales for Time Warner Books after 27 years in the publishing industry. His *WritersReaders.com* website offers a lot information and resources for authors and self-publishers looking to connect with potential readers. He also recently established *NothingBinding.com* as an online community to bring writers and readers together and help level the playing field between small/self-publishers and the major publishing houses.

Jerry's keynote speech—"What Writers Need to Know About Publishing"—will give you insight into how major publishers operate and compete, how you can maximize the impact of your marketing dollars, and how self-published and small publishers can compete in today's marketplace.

Current plans for the afternoon portion of the Spring Meeting are focusing on providing two sessions in each of three tracks—Writing, Publishing, and Marketing. Your Board is open to your suggestions for specific topics as well as offers to present those topics or recommendations for others who might be willing to do so. Please contact VP Tyler Tichelaar, Spring Meeting Coordinator, with your ideas!

PRESIDENT'S CORNER

Have you joined the UPPAA Yahoo group yet? If not, then you're missing out on a lot. The Yahoo group affords us all an easy, centralized way to communicate with each other. The group also serves as the sole conduit for important information from the board. So far only 35 people out of our 70 members have joined the Yahoo group. If you haven't joined yet you've missed out on:

- Important announcements about UPPAA
- Hot-off-the-presses news from the publishing industry
- Writing tips and advice from experienced authors
- Quick answers to your publishing/writing questions
- Chance to share experiences & knowledge
- And so much more!

I invite you to join us online today. Don't miss out on anything else—get into the loop now! Joining is easy—just send a blank email to uppaa-subscribe@yahoogroups.com or, if you already have a Yahoo account or would like to open one, visit the UPPAA group page at <http://groups.yahoo.com/group/uppaa> to sign up.

UPPAA exists for you, so take advantage of it! Join the Yahoo group, attend meetings, voice your opinions about where UPPAA should go in the future. Don't let a handful of people make YOUR decisions. Be more than a name on a membership roster—become a member!

—Lisa Shiel, UPPAA President

SOCIAL NETWORKING FOR AUTHORS

Your intrepid editor spent some time cruising around various social networking websites looking for those that might benefit authors and publishers by allowing you to connect with potential readers. What follows is a summary of the results of my search.

AmazonConnect.com—"A highly targeted blog where artists can post messages directly to their own product detail pages...as well as to the Amazon Daily of their customers." (You also can connect to your offsite blog's RSS feed.) **Free.**

AuthorsBookShop.com—"Dedicated to selling self-published, independently published and small-press published books." Charges a \$20 setup fee per title plus a \$4 fee per book sold.

BookReporter.com Network—Includes **ReadingGroupGuides.com** (reading groups), **AuthorYellowPages.com** (\$75 annual listing fee), and **ChristianStoryteller.com** ("non-profit site dedicated to showcasing Christian authors").

BookTour.com—"Where authors and audiences meet." Announce your public appearances online. **Free.**

BookWrapCentral.com— Features video clips of authors talking about their books and writing. **Free.**

GoodReads.com—"Designed to help authors reach their target audience—passionate readers." **Free.**

LibraryThing.com—Includes a Writer-Readers Group to "share thoughts and books from a writer's perspective." Sponsors an Early Reviewers program and an Authors program. Be sure to search your name—you might already be cataloged! **Free.**

NothingBinding.com—Created and maintained by Jerry Simmons (our Spring Convention 2008 keynote speaker). "Readers and writers want to make a real and personal connection." Currently, hosts more than 1,000 titles. **Free.**

Shelfari.com— Includes a Writing Readers Group and a Shameless Self-Promotion thread. **Free.**

Know of others? Pass them along to me at Editor@UPPAA.org for the next newsletter!

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