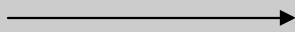


# The Written Word

UPPAA Newsletter #31 July 2008

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**Page 3.** What's happening in the publishing industry? Walt Shiel, publisher, Slipdown Mountain Publications LLC, keeps us abreast of the ever-changing changes. To stay on top of it, check out Walt's blog "View From the Publishing Trenches" at WaltShiel.com. If Walt's article doesn't take you out of your comfort zone, Brian Helminen's article on marketing might. Brian is a solutions consultant, Designotype Printers, Inc.

**Page 4.** Member news, and Lisa Shiel, author of several books, writes on the perils of self-editing.

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

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## Annual Spring Conference Celebrates 10th Anniversary

By Della Juliano

The Upper Peninsula Publishers and Authors Association held its tenth annual conference at the Peter White Public Library in Marquette Saturday, May 31. About 50 people gathered to hear the New York publishing industry veteran Jerry Simmons' keynote address and to participate in interactive lectures on topics such as book reviews, book printing, and blogging.

Drawing from his 25 years of firsthand experience, Jerry Simmons addressed the ins and outs and ups and downs of book publishing and discussed some of the inside secrets of the largest booksellers and publishers in the world.

"It's a business of producing books, it's not really publishing ... even though it's called publishing," he said.

Throughout his career, Simmons worked on books written by bestselling authors such as James Patterson, Sandra Brown, Nelson DeMille and Nicholas Sparks, and on multimillion-copy titles such as "The Bridges of Madison County," "Rich Dad, Poor Dad," and "Along Came a Spider."

Finally tired of the publishing world rat race, Simmons left the industry and now spends his time writing, teaching, and speaking to writers about the publishing industry. He is the founder of two websites geared to help emerging writers, authors and self-publishers, as well as an internationally acclaimed newsletter. Simmons is also the author of the book "What Writers Need to Know About Publishing."

"There's never been a better time than today to be an independently published author," he told the attendees.

Members of the UPPAA also celebrated the association's tenth anniversary by honoring founder Sue Robishaw. Robishaw was presented with a UPPAA bag and she cut a special cake at lunch time. The group's first meeting was held on March 7, 1998. Other original members were also in attendance.

Afternoon sessions on publishing, marketing, and writing were taught by Walt Shiel, Tyler Tichelaar, Terri Martin, Cheryl Corey, John Walker, and Lisa Shiel. The day ended with a business meeting and closing remarks.



*Jerry Simmons addresses the crowd at the UPPAA spring conference.*

If you would like a copy of Jerry Simmons' book, buy it through the UPPAA at the discounted price of \$15 per book. The book's list price is \$19.95. Please contact Walt Shiel at [WaltShiel@SlipDownMountain.com](mailto:WaltShiel@SlipDownMountain.com) for more info and to order. For more about Jerry Simmons, see [www.writersreaders.com](http://www.writersreaders.com).

# We Need You!

## A CALL for VOLUNTEERS

The Board of the Upper Peninsula Publishers and Authors Association is seeking volunteers to serve on the

### 11th Annual Conference Planning Committee.

This is a great opportunity to get involved with the organization and to help design its main event. Bring your experience, gain experience—the opportunity is on!

Have a great idea for a presentation at the **Fall Conference**? We need people to give presentations at the conference **September 13** at Peter White Public Library in Marquette.

Please **contact Tyler at [president@uppaa.org](mailto:president@uppaa.org)** if you are interested in either of these opportunities.

## Thank You!

*We look forward to and appreciate your input.*



*Sue Robishaw, a UPPAA founding member, anticipates enjoying cake at the 10th Annual Spring Conference.*

*Thanks to Della for the photos!*

## UPPAA Presidency Changes Hands VP Tichelaar to assume role

### *William Nelson appointed vice-president*

Dear Fellow UPPAA Members:

I regret to inform you that Lisa Shiel has resigned as our president due to other conflicts and responsibilities. Per the UPPAA by-laws, the vice-president must then become president, which means I have now assumed that role until elections are held at the annual conference in 2009. William (Bill) Nelson has agreed to serve as vice-president until the 2009 elections. The Board has approved this appointment.

Bill became a member last year. He and his wife, Jan, have attended several spring and fall meetings. Bill is author of "Harvey, the Great Lakes Whale," a whale of a tale, a fun and educational book for children and all ages. He and Jan have been very successful distributing the book across Upper Michigan, and I'm sure their success will benefit us all as he joins our Board. Welcome, Bill!

For those of you who do not know me, I am a native of Marquette. I joined UPPAA in 2006, following the publication of my first novel, "Iron Pioneers." Since then, I have published a total of four novels, consisting of my Marquette Trilogy and my latest book, "Narrow Lives." My website is [www.MarquetteFiction.com](http://www.MarquetteFiction.com). I am also the owner of [www.SuperiorBookPromotions.com](http://www.SuperiorBookPromotions.com) and work as an editor and book reviewer. In 2007, I was elected as vice-president of UPPAA. While in that role, I designed the new UPPAA brochure, moderated the UPPAA myspace page, organized UPPAA's presence at the 2007 and 2008 UP History Conferences, and planned the 2008 UPPAA Annual Conference.

As president, I look forward to UPPAA's continued growth and success in our second decade as a unique association. Everyone is free to contact me with suggestions for how we can improve UPPAA in the future! As a group, we are only as strong as our individual members, so I encourage everyone to get involved in the organization!

*- Tyler Tichelaar*

### ***Money Matters from Paula Buermele, UPPAA Treasurer***

The Upper Peninsula Publishers and Authors Association is a not-for-profit organization with tax-exempt status. We collect dues and other, occasional fees to promote the interests of the group and spend that money primarily to provide quality speakers and conference programs that members and the public find informative and beneficial to their writing and publishing interests. So, where do we stand financially?

Over our 10-year history, we have accumulated a typical running balance of approximately \$1,000. Our annual income averages \$2,000 a year and our expenses average about \$1,900 per year, based on the last two and a half years of financial history.

Since member dues are payable in April and the Spring Conference is held in April or May, the majority of our money comes in and goes out in just a couple of months. Other expenses for a typical year include newsletter printing and distribution, web domain support, and some marketing for the Spring Conference. The fall meeting for members incurs some expense, as well, and then there are the inevitable miscellaneous expenses. The board members serve without compensation but with their member dues waived during their terms of service.

There is opportunity to grow the treasury slightly by taking advantage of the Café Press offerings. However, the items available on Café Press are to help members promote their books and services, as well as UPPAA, and are not intended as a source of funding.

We are well within the legal limits for maintaining our tax-exempt status and have room to grow as our goals to provide members with additional resources and services also grow.

## Is Publishing a Book Business?

By Walt Shiel

I am finally convinced. We are not in the book business. We are in the information business.

What's the difference?

A publisher who is in the book business wants to produce and sell ... well ... books, of course. A publisher in the information business offers information (and entertainment) packaged in whatever format and aggregation its customers want.

As Sara Nelson, editor-in-chief at *Publishers Weekly*, noted this month in her column: "some of the quaint, arcane practices we cherish ... are going to have to go." In today's fast-moving and constantly changing publishing landscape (online and off), any publisher who doggedly pursues the century-old business model is probably doomed to extinction.

You simply must figure out how to adapt to the new realities of publishing, just as most other industries have had to learn to adapt in order to survive. Nelson also noted in her column that *PW* plans to launch a series of articles this fall to try to make sense of all the changes that are rolling down the hill towards us, whether we like it or not or whether we prepare for them or not. She said the series will be titled *The New Reality*.

At Slipdown Mountain Publications LLC, we are trying to second-guess those new realities by developing a new business model. We will develop content once and deliver it to the customer in multiple formats to suit their own needs at the moment. We will still offer full printed books, but also e-books in multiple formats, e-books in various aggregations (only want one chapter of a nonfiction book? no problem!), and even podcasts of books in various aggregations. Maybe book videos of portions of books, too.

Even our services company, Five Rainbows Services for Authors and Publishers, is moving in that direction. We have already re-purposed and repackaged many of our full-meal-deal services into snack-sized portions at greatly reduced prices. Soon, we will be offering very specific booklets, pamphlets, and e-mail-delivered instructions and assistance in bite-sized chunks.

What does it mean to our customers? It means they can buy exactly what they need right now and have it delivered to their desktop PC, laptop, Kindle, or other e-book reader right away. Don't want to spend \$15 to \$25 on a printed book when you only want a small portion? How about \$5 or \$10 for exactly what you need right now, with no waiting for the postman? Don't want to spend \$149 for a full 20-week self-publishing course? How about \$9.95 for step-by-step instructions on one piece of that puzzle (e.g., selecting the right printer for your book, setting up an account at LSI, preparing your book files for error-free uploading to your printer, or preparing and distributing a news release with impact)?

You can't make these kinds of changes overnight, but you can start right now!

## Want to Sell More Books? Abandon Your Comfort Zone!

By Brian Helminen

Comfort zones can be good or bad depending on what the situation is. In the case of driving a car, most people are comfortable driving the speed limit and would never drive 100 mph knowing that they would be risking their life. Your comfort zone in this case would be considered good, since your chances of injury or death from an auto accident are reduced. On the other hand, when considering our health, many of us gravitate to the easy life and stay inside where it's comfortable when we know we would be better off getting that exercise. This comfort zone would be considered bad.

Your comfort zone, defined, is "a type of mental conditioning resulting in artificially created mental boundaries, within which an individual derives a sense of security." These boundaries are merely an internal state of mind and can create rigid attitudes and beliefs which may not necessarily be true.

How many times does your comfort zone prevent you from promoting your cherished book, one that you spent countless hours creating? Getting out of your comfort zone expands it, but can take a lot of effort. Expanding your comfort zone opens doors and widens your circle of influence. You know you should make that phone call, schedule that book signing, attend a conference, but you are comfortable where you are and afraid of taking that step. If you are shy about selling yourself and your book, then maybe you should take a speaking class like Dale Carnegie training or join a Toastmasters group. These can help tremendously in helping us to break out of our growth-limiting fears.

Volunteering is another way to grow yourself. If you belong to any groups or organizations, volunteer when they are looking for help. If there is a position to be filled that requires some group participation, dive right in and help. It can only improve your self-confidence when you confront your fears head on.

Expand your horizons! You will become more confident, and you will sell more books.



*Lisa Shiel presents a workshop on creating a blog that people will read and love at the 10th Annual Spring Conference.*



## Pitfalls of Self-Editing, Part 3

By Lisa Shiel

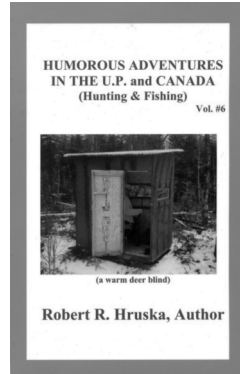
United we stand, divided we fall. We've all heard this saying and, apparently, too many writers believe the adage applies to words as well as people. One of the most common mistakes made by self-editors involves conjoining words that should remain separate. Take, for instance, the words *any* and *more*. When joined into *anymore* the word means "any longer" or "nowadays." When separated, however, the words mean "no more," referring to a quantity.

I often see writers, even well-known ones, use *anymore* when they mean *any more*. The author will write something like this: The store manager said, "We don't have anymore paper." If you move the *anymore*, and say "We don't have paper anymore," that would make a little more sense. However, saying you don't have paper *anymore* implies you no longer stock paper in your store—whereas, saying you don't have *any more* paper means you ran out of paper but usually stock it.

*In to* is another pair of words usually combined incorrectly. *Into* belongs with a verb of action: He walked into the room. *In to* connects a verb to an indirect object: He turned himself in to the police.

Watch out for word pairs that have different meanings when combined into one word.

## MEMBER NEWS



### *Humorous Adventures in the U.P. and Canada (Hunting and Fishing)*

by **Robert R. Hruska**

Publisher: Robert R. Hruska

117 pages; Paperback, 6.5 in. x 9.5 in.

ISBN: 978-0-9668265-7-9

This is the sixth volume of Bob Hruska's hunting and fishing camp stories. It is available at local book stores, gift shops, Barnes & Noble, and Book World, as well as direct from the author by mailing \$10 to Robert R. Hruska, 140 S. Birch Ave., Gillett, WI 54124.

**Robert Morrison** writes that he has a new book, "The Clones," coming out in July. This is the 13th book in his Jayne Rice Adventure series and his 35th book overall. Also coming out in July is "U.P. Lights," described as a "magazine type publication dedicated to emerging U.P. writers," and he is working on "The Good Book," a collection of stories, fact or fiction, about good things happening to good people. Submissions are welcome at [capt27012000@yahoo.com](mailto:capt27012000@yahoo.com) or call (906) 387-2433.

**George Nilsen** has published "Syttende Mai Son," a book about his boyhood in Ontonagon County during the Depression. It is available through Publish America. George is now working on a book about moonshiners titled "The Luna Light Gang." For more information email George at [gnilsen@embarqmail.com](mailto:gnilsen@embarqmail.com).

**Darby Mitchell** is interested in submissions for two books she is working on. For the first she is requesting any true U.P. ghost stories or reincarnation stories. For the second, she is looking for stories concerning students, teachers, and classrooms. For more information contact Darby at [castlepublishing2003@yahoo.com](mailto:castlepublishing2003@yahoo.com).

**The Last Word ...** As new editor of *The Written Word*, I would like to remind folks that there are many ways to get your news in the newsletter. However, the way you choose to submit determines presentation. For new book info, I recommend the New Book Data Form, available at [www.uppaa.org/members/bookform.pdf](http://www.uppaa.org/members/bookform.pdf). Other news and article submissions can come through email, regular post, or give me a call. Here I am: [editor@uppaa.org](mailto:editor@uppaa.org); Leslie Allen, E232 Military Rd., Deerton, MI 49822; (906) 343-6867. *Comments and suggestions always welcome!* - Leslie

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