

# The Written Word

UPPAA Newsletter #35 July 2009

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10 a.m. to 4 p.m.

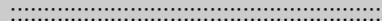
**October 3, 2009**

Peter White Public Library  
Marquette, Michigan

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

[www.UPPAA.org](http://www.UPPAA.org)

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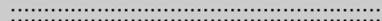
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## Meeting Updates

### 2009 Annual Convention

Forty-eight UPPAA members and eleven non-members attended UPPAA's 11th Annual Convention May 16 at Peter White Public Library. Keynote speaker Dan Poynter's two presentations, well-received by an attentive audience, were packed with information and humor. Some main points follow.



Tyler Tichelaar, Dan Poynter, and Frida Waara at the 2009 annual convention. Thanks to Frida for the photo.

Poynter advised that when marketing, it is best to focus on those activities that interest you. For instance, Poynter does not maintain a blog, but he does publish a newsletter. He enjoys putting together the newsletter and so far has just not been attracted to the blogosphere. He gave us all permission *not* to do, even if everyone is telling you that you *have* to do—this, that, or some other thing.

As Poynter pointed out, there are many advantages to being a small or self publisher. Small publishers are often close to their subjects and customers, are usually their own best publicists, and can get a book into print quickly and keep a book in print as long as they like, revising and reprinting as necessary. Overall, Poynter said, small publishers simply have a flexibility that large publishers do not.

Through his presentation on marketing for introverts, Poynter discussed how an author can promote his or her book without leaving home, how a website becomes one's brochure and how attaching a signature or business card to an email becomes promotion. He encouraged authors to write book reviews on Amazon.com, being sure to provide a link to your website, which should be related to the subject

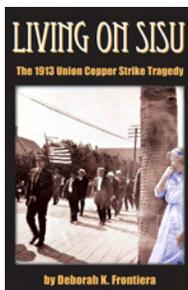
*(Continued on page 4)*

## NEW MEMBER BOOKS & NEW MEMBERS

### *Living on Sisu: The 1913 Union Copper Strike Tragedy* By Deborah K. Frontiera

Publisher: ABCsPress.com  
237 pages; Softcover  
ISBN: 978-0-9820278-5-1  
Price: \$16.95  
www.authorsden.com/deborahkfrontiera

Twelve-year-old Emma's life will be turned upside down in the summer of 1913 by a violent strike against the copper mining companies. Only the Finnish characteristic sisu will get her through it.



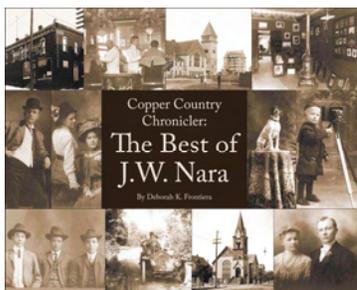
### **Welcome new members**

**Brian Cabell**, Marquette  
**Judith Carlsen**, Norway  
**Mary Golversic**, Ishpeming  
**Frances Inicky**, Harlingen TX  
**Elizabeth Lewis**, Newberry  
**Dan and Karen McLaughlin**,  
Naubinway  
**Neil Moran**, Kincheloe  
**Jennifer Olmstead**, Virginia  
Beach, VA  
**Susan Pough**, Negaunee  
**Kristie Prudhomme**, Iron River  
**Peggy Rose**, Marquette  
**Judy Slater**, Duluth MN  
**Frida Waara**, Marquette  
**Moira Wilson**, Hessel

### *Copper Country Chronicler: The Best of J.W. Nara* By Deborah K. Frontiera

Publisher: ABCsPress.com  
105 pages; Hardcover  
ISBN: 978-0-9800061-7-9  
Price: \$27.95  
www.authorsden.com/deborahkfrontiera

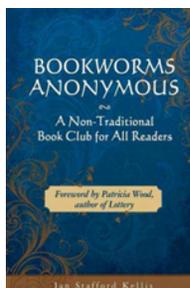
The Copper Boom days come alive through the artistic lens of one of the area's earliest professional photographers. A "coffee table book" that will be treasured by many who live in or visit the area.



### *Bookworms Anonymous: A Non-Traditional Book Club for All Readers* By Jan Stafford Kellis

Publisher: www.booksurge.com  
151 pages; Softcover  
ISBN: 978-1-4392-3513-3  
Price: \$13.98  
www.bookwormsanonymous.com

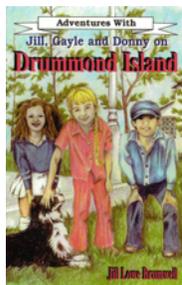
Part memoir, part cookbook, and part information guide, Bookworms Anonymous is a laudatory examination of reading as a hobby, diversion, obsession, even sport. The book features a bookworm's eye view of eight meetings as well as menu plans, recipes, and instructions for establishing a similar club. Each chapter incorporates brief accounts of small town life in the U.P. and book reviews of club favorites.



### *Adventures with Jill, Gayle and Donny on Drummond Island* By Jill Brumwell

Publisher: Black Bear Press  
256 pages; Softcover  
ISBN: 978-0-9794265-2-0  
Price: \$15.95

Those who enjoyed Laura Ingalls Wilder's Little House Books will find this book a must read. Weaves vivid pictures with warmth and humor when children lived in a community with grandparents nearby.



### **Join UPPAA's Yahoo! Group**

The Yahoo! group was set up three years ago to provide UPPAA members an easy way to get in touch with fellow members and to stay informed on association activities. As of June 16, 2009, there were 63 members.

If you have internet access, it is easy to join. Send an e-mail with the subject "Subscribe" to

**[uppaa-subscribe@yahoogroups.com](mailto:uppaa-subscribe@yahoogroups.com)**

or sign up at

- <http://groups.yahoo.com/group/uppaa/>
- Click Join This Group!
- If you have a Yahoo! email account, sign in. If you don't, you'll need to set up a Yahoo! Account. It's free and only takes a minute or two.

The group is a benefit of UPPAA membership. Please sign up today!

# THE KITCHEN TABLE

*The kitchen table has always been a great place to sit, talk, share experiences, laugh, commiserate, say “Hmm, I never thought of that ...” or “That reminds me of the time ...” The Written Word’s Kitchen Table is no different—it is one page dedicated to the experiences of UPPAA members. Please share your stories of writing, producing, marketing, and selling your book—or trying to do the same. We learn from failure, we learn from success, we learn from each other. You can offer up something short, something odd, something funny, something sad—max should be about 300 words, but if it must be longer, so be it. Please send your tale to editor@uppaa.org or to Leslie Allen, E232 Military Road, Deerton, MI 49822.*

Recently I wrote “The Lost Road Home,” a book about Post Traumatic Stress Disorder (PTSD) in combat veterans. It began as a journal, as my husband, a Vietnam veteran, had been diagnosed with PTSD 35 years after returning from Vietnam.

It’s funny how it became a book. I mentioned to him that I had written the story of our family and his recent diagnosis. I later allowed his therapist to read the story. He commented that maybe I should write a book. My husband told some of his friends about it, and soon I had veterans coming to my home to tell me their stories about Vietnam. I asked several other people to share their experiences with me, and I began to do some research on PTSD. Soon the therapist, who had recently received his Doctorate in Social Work, allowed me to use his doctoral dissertation.

The book was getting bigger and better. I wondered how we would be able to afford to have the book published. I knew a big publishing company might turn me down or it would take a long time and I didn’t have the time. I would have to self publish.

In the meantime, I had visited a local casino and won almost \$9,000. I took a trip to Minneapolis to visit my children, and while there I decided to phone a publisher just out of curiosity to see what I could learn. It turned out the publisher I chose was a Lutheran minister who had counseled many people with PTSD and he was very excited about the topic. He asked me to

send him my manuscript. After reading it he called to inform me that he really liked it. He had a partner who would also read it, who was also a Lutheran minister. After a few days they said that they would be very interested in publishing the book. I met with them a few weeks later, and upon asking how much it would cost to have a book of a certain size published, it turned out that it would cost approximately \$8,000. I had put my winnings aside for just that purpose, and so we began the process of editing, adding pictures, rewriting parts of the book, and eventually printing the finished product.

The day the book was delivered to my door was one I’ll never forget. I’ve sold a lot of books and have many more to sell. However, the letters I’ve received from people who have read it and were helped by the information in the book was worth every minute I spent late at night or in the wee hours of the morning writing and sitting at my computer. Writing this book has been one of the most rewarding experiences of my life. I’m hoping that many of my fellow authors will take the time to read my book. I am a new member of UPPAA, and I am anxious to meet the other members.

*Milly Balzarini  
Marquette, Michigan*

**Get in the news!** For new books, please use the New Book Data Form, available by logging into the Member Roster page of [www.UPPAA.org](http://www.UPPAA.org). Other news and article submissions can come through email, regular post, or give me a call. Here I am: editor@uppaa.org; Leslie Allen, E232 Military Rd., Deerton, MI 49822; (906) 343-6867.

When thinking about marketing, sometimes it pays to “think outside the bookstore.” I took out a booth June 13 at the Copper Country Community Artists Spring Art and Music Festival in Houghton. I not only had fun, met some other creative people, I sold 24 books! I’m signed up for four other festivals during June and July—two more in Houghton County and two in Marquette. It can be a fun way to meet people and sell books. I’ve been doing this for a number of years up here. I do a lot of fall festivals and church bazaars in Houston, too.

*Debbie Frontiera  
Lake Linden, MI  
& Houston, TX*



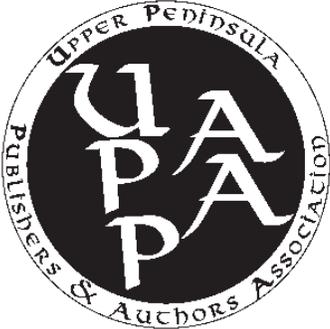
## Name That Book

Last issue’s quote was from “People vs. Kirk” by Robert Traver (aka John Voelker). The winner is: No one!

This issue we feature a major American novelist, deceased, who loved to write about place. If you can fill in the first two words of the following sentence that opens one of his novels, you’ve named that novel. Please send answers to editor@uppaa.org and as well your ideas for future installments of *Name That Book!*

-- in Monterey in California is a poem, a stink, a grating noise, a quality of light, a tone, a habit, a nostalgia, a dream.

Upper Peninsula Publishers  
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*(Continued from page 1) Meeting Updates*

of the book that you are reviewing. Poynter also suggested sending out as many review copies of your book as possible and writing articles related to your book's topic.

This is just a small sample of Poynter's ideas. By visiting his website—[www.parapublishing.com](http://www.parapublishing.com)—you can learn much more, as well as tap into the many resources he makes available.

Poynter finished by saying, "I want you to enjoy publishing your books."

Breakout sessions were presented by three UPPAA members—Walt Shiel, Darby Mitchell, and Deborah Frontiera—and a business meeting followed. There was one board vacancy to fill. Rich Hill was nominated for vice-president and duly elected. In other news, Walt reported that he is working on getting the member services directory on the website (if someone is willing to help with this, please contact Walt) and ideas for future speakers/topics were brought up, including:

- The business side of publishing (Marion Groper);
- An independent book store;
- Have our 3 book printers do a panel discussion;
- Electronic marketing such as e-books, web development and e-mail campaigns;
- Children's books, specifically pairing up illustrators and authors.

More ideas are welcome.

It was suggested that members be encouraged to participate in the Yahoo! discussion group; instructions for joining the group are on Page 2 of this newsletter.

The treasurer's report indicated a balance of \$524.

Next year's convention is scheduled for May 15 at the library in Marquette.

Interesting factoid: Two convention attendees, Poynter and Frida Waara, had been to the North Pole.

### **Fall Meeting**

UPPAA's fall meeting will be from 10 a.m. to about 4 p.m. October 3, 2009, at the Peter White Public Library in Marquette. A panel presentation by bookstore owners is planned, and we are looking for one more presentation on any topic related to writing, publishing or book marketing. If you are interested in giving a presentation, please email Tyler Tichelaar at [tyler.tich@charter.net](mailto:tyler.tich@charter.net).