

Conference CONTINUED FROM PAGE 1

of twenty agents she had worked with whom she thought might be interested. One offered to take her on, and since then, Ellen has been on a whirlwind adventure in publishing, marketing, and making author appearances all while still running the diner she and her husband own. Her answers to everyone's questions helped make the process a little easier to understand.

SESSION 1 "Everything You Want to Know about E-Books"

Stacey Willey of Globe Printing shared some of the ins and outs of creating and publishing an e-book. She believes that there are merits in both printed and electronic versions of books, although formatting them is very different. She showed, via computer and projector, what kind of menus we will encounter if we set up accounts and sell our e-books through online stores such as Amazon.com and Barnes and Noble and answered questions about the process.

SESSION 2 "Operating a Publishing Company"

Lesley Du Temple, Lloyd Wescoat, and Laura Smyth: The ladies of Mudminnow Press talked about the dos and don'ts of starting a publishing company. Their focus was on how to combine strengths into a successful partnership. Choosing a name and logo, assessing your skills and those of your partners, using social media and other online presences, book design and printing, distribution, networking, and marketing were some of the topics covered.



President Tichelaar introducing Gretchen



Leslie DuTemple and Gretchen Preston



Amanda Weis Book Signing



Kathy Kuczek



Jenifer Brady and Louise Reichert

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SESSION 3 "How to Market Your Books with Your Mind, Body, and Spirit"

Gretchen Preston's energetic personality made for many laughs during her insightful presentation. Marketing can be tough, but with much work and some creativity, we can get our names as authors out there. Mind: Build a fan base and make yourself more memorable by figuring out where your target audience will most likely find you. Body: Present yourself in a professional way with appropriate dress and etiquette. Spirit: What ultimately sells your books. Believe in your product, draw people in, and invest in others.

Member News

Ellen Airgood, keynote speaker at the UPPAA conference announces: "I wanted to tell all that my next book is coming out on May 24th. [now out] Prairie Evers and is set in New Paltz, New York, and is a middle grade novel. While it's aimed at 8-12 year olds, adults have been loving it, too!" There's more about it on her website: www.ellenairgood.com/PrairieEvers.s

She urges all members to support their local stores for their book-buying needs and inquire about each other's books to generate interest. Such actions help everyone with their marketing.

Lon and Lynn Emerick were honored as the Outstanding Writers this year at the Marquette County Arts Awards. Read more about it on the UPPAA website: www.uppaa.org/2012/05/19/lon-and-lynn-emerick-honored-with-outstanding-writer-award/

Debbie Frontiera (your newsletter editor) will have a busy summer and fall in her beloved U.P. compiling a history for Finlandia University that will be launched at Grand Finn Fest 2013, making for some tight deadlines.

UPCOMING CONFERENCE

Green Pen Writers Conference, August 17th - 19th, Bavarian Inn Lodge, Frankenmuth MI. All of the proceeds raised by the conference will be going to literacy programs to support literacy in the US. General Registration 3 days, now to July 17th - \$200 after July 17th - \$300. www.greenpenwriters.com

School Days

Going into a classroom of third and fourth graders is nothing new for retired educator Maria Vezzetti Matson—she has taught grade school children for 30 years. But in April this year, Matson flew from her home in California to her birthplace in Michigan's Upper Peninsula to hold a one-on-one, hands-on teaching event for children using as study material her newly published regional history/biography, *Gelsomina's Story of Caesar Lucchesi*.

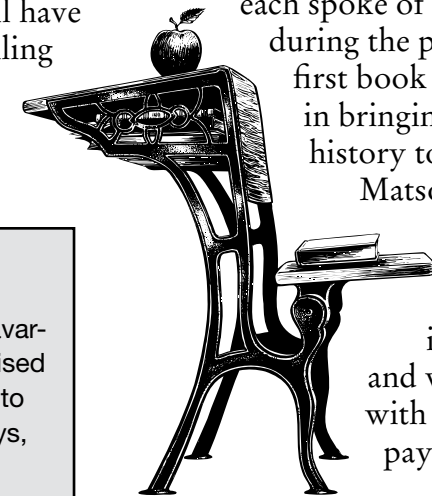
Sitting on small chairs in the very same grammar school Matson had attended years before, she and co-author Lou Ellyn Helman, told the story of Gelsomina and Caesar, Matson's immigrant grandparents who, in the early 1900s, left Italy and landed in Michigan to work in the copper mines.

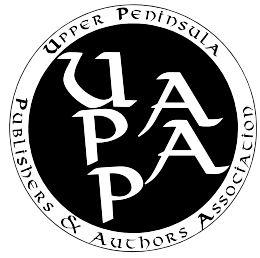
Knowing how difficult it is to interest young children in history—even history about their own town—Matson and Helman created fill-in-the-blanks workbooks to help the children learn by doing. Guiding them through the pages of the workbooks, they translated events in Gelsomina and Caesar's lives to those of their own immigrant grandparents.

One fourth grade teacher wrote of the event: "It was wonderful to meet real authors ...and to learn that hard work and imagination can make stories about people come alive and teach us life lessons."

Matson and Helman also talked to teachers and students about the craft of researching, writing and publishing a book. They each spoke of the mistakes they made during the process of writing their first book and the pride they have in bringing Upper Peninsula history to the people of this area.

Matson notes that while school visits may not yield book sales immediately, the interaction with students and visibility of the authors with the book will have payback in the community over time.





**UPPER PENINSULA PUBLISHERS
AND AUTHORS ASSOCIATION**
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Another Way to Publish

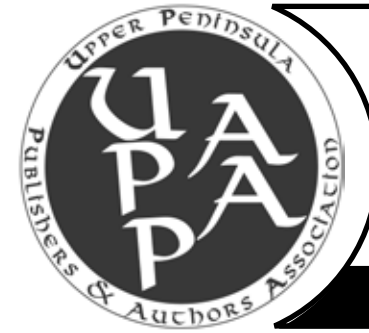
Richard P. Smith relates that he has two DVDs on the market. Retail prices for copies ordered through the mail are \$20.00 for Field Judging Black Bears DVD, and \$24.00 postpaid for Walking With Whitetails DVD. He also recently posted a YouTube preview of the Walking With Whitetails DVD. Anyone who is interested in viewing it can go to this link: www.YouTube.com/watch?v=sXdOEAV_2w4.

He states: "Although my wife, Lucy, and I are still writing and publishing books and we are in the process of converting some of our titles to e-books with the help of Stacey Willey at Globe Printing. We have added DVDs to our line of products. Instead of telling a story or providing information by way of the written word and photos or illustrations like books, DVDs are a means of doing the same thing via the spoken word along with video and or photos.

We produced our first DVD two years ago. It was a 46-minute production titled Field Judging Black Bears consisting of video and some still photos that I had taken over the years to show and tell anyone who is interested how to tell the difference between male and female black bears and how to judge their size. I narrated the production, but hired someone with experience to do the editing and addition of background music. The DVD is primarily directed at hunters and contains some hunting sequences. We priced it then at \$15.99 and have sold almost 800 of them so far, with all positive feedback. We completed our second DVD this year during February."

More info is available on their website www.richardpsmith.com.

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The Written Word

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QUOTES FOR WRITERS
AND PUBLISHERS

"This one step, choosing
a goal and sticking to it
changes everything."

SCOTT REED



www.uppaa.org



Ellen Airgood

From Our President

TYLER TICHELAAR

Thank you everyone for participating in another fabulous UPPAA conference. I especially want to thank all of our presenters: Ellen Airgood, Stacey Willey, Leslie DuTemple, Lloyd Westcoast, Laura Smyth, and Gretchen Preston. I felt like this year was one of the most consistently helpful, informative, friendly, and energetic conferences we've had. Thank you also to the Board for their help, and especially Donna Winters and Cheryl Corey for handling the registration and helping with all the preparations. And thank you to Ben Mukkala for making sure I was heard. I hope everyone enjoyed the meeting as much as I did. I'll keep you posted about when the Fall meeting will be. Please let me know any suggestions you have for sessions for future meetings.

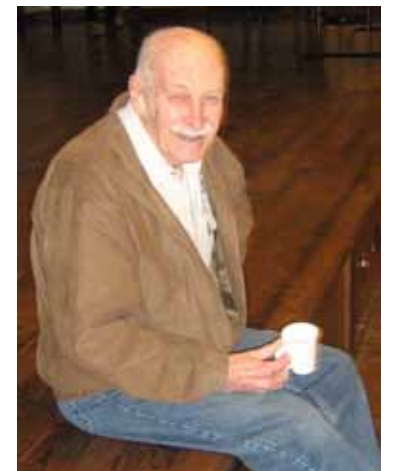
Highlights of the UPPAA Spring Meeting

Business Meeting

We had a brief business meeting in which President Tyler Tichelaar welcomed everybody and thanked the Board for all their help in putting together the annual conference. Jenifer Brady read the minutes from the fall meeting (which took place October 1, 2011.) Motion to approve the minutes was made by Ben Mukkala and seconded by Bob Hruska. The motion passed with nobody opposed. A drawing for free books was then held with approximately ten different winners.

Summary of Presenters

Ellen Airgood, author of South of Superior, was our fantastic keynote speaker. She is published with Riverhead, a division of Penguin which specializes in "books they believe in but might not have mass appeal" according to Ellen. She did a Q&A with the group that went over her journey from writing the novel to being published. She hired a freelance editor who helped her shape her manuscript into a sellable book. The editor gave her a list



Ben Mukkala