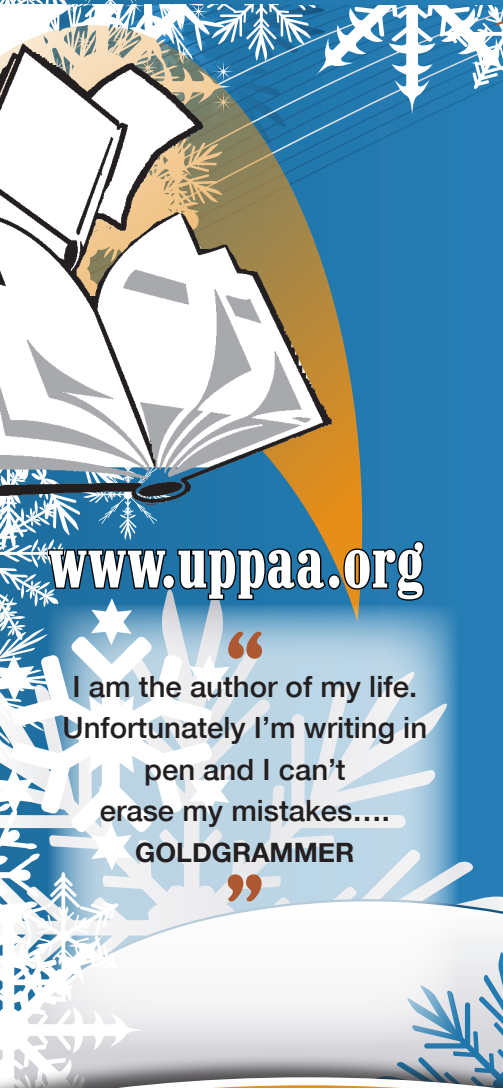


The Written Word

NO. 1 • VOL. VIII • 1ST QUARTER 2016



www.uppaa.org

“
I am the author of my life.
Unfortunately I'm writing in
pen and I can't
erase my mistakes....
GOLDGRAMMER
”

AN ON-GOING PROJECT:

Our recording secretary, Brandy Thomas, had the idea to add two resources pages to our website. She is going to coordinate this effort. We want to add:

1. A page listing any writing groups in the UP.
2. A page listing a directory of writer resources - local printers, layout people, illustrators, editors, etc.

If you have any information on any of these resources, please email the information to Brandy at brandy@thomasediting.com

For writing groups, we'll need to know:

1. The full name of the group
2. Its website if it has one
3. The contact person and his/her email address or phone number
4. Meeting times and places: (i.e. “first Thursday of the month at Falling Rock”)
5. Fifty words or less description of the group

For the writer resources, we'll need:

1. Name of business or person
2. Service
3. Website
4. Additional contact information

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NOTE from your newsletter editor: The Spring 2016 issue of UPPAA News will be a printed and mailed issue and will have information about this year's conference. It will also be limited to 4 pages. So still, send me your news (to dfrontiera@wildblue.net) but keep it short.

Thanks, Debbie Frontiera

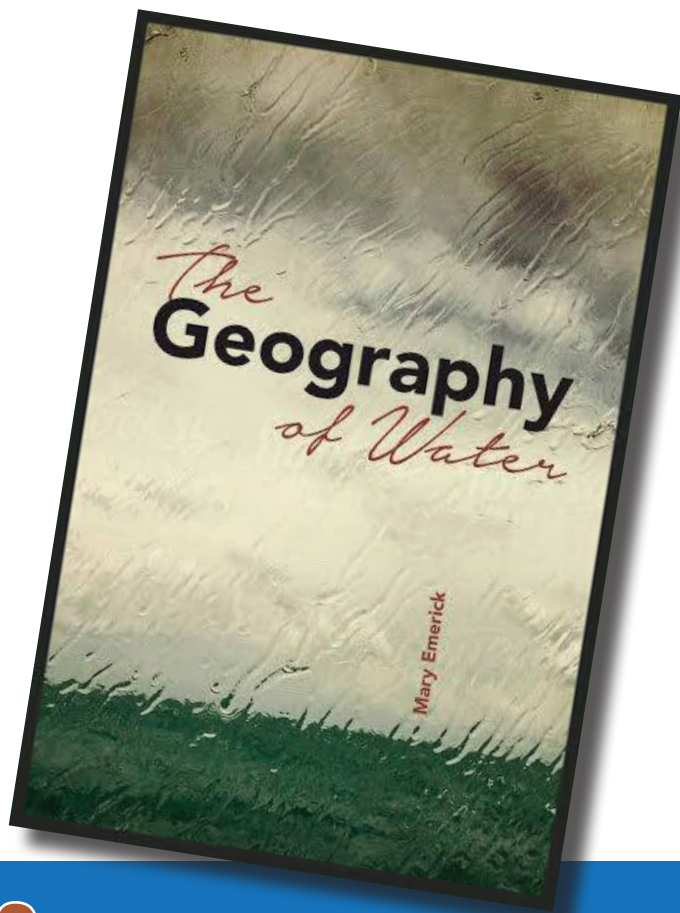
MEMBER NEWS

“Carrying on the writing tradition (and carrying it further), *The Geography of Water*, a debut novel by **Mary Emerick**, daughter of UPPAA founders, Lon and Lynn Emerick, has been released by the University of Alaska Press in its Literary Series. Mary Emerick is a U.P. native and after graduation from Marquette Senior High School and Michigan State University has lived in many locales including seven years on the coast of southeast Alaska, in her roles as backcountry, wilderness and kayak ranger and most recently, as a Forest Service wilderness recreation consultant.

In this exquisite debut novel, Mary Emerick takes readers into the watery landscape of southeast Alaska and the depths of a family in crisis. An abusive father and a broken home force teenage Winnie to seek the safety of a neighboring bay and a pair of unlikely father figures. Years later her mother goes missing, and Winnie returns to the hunting and fishing lodge she grew up in to find the world she knew is gone. As Winnie uses the help of friends to sort out the details of her

mother’s final exodus, she finds herself pulled into a murky swirl of family secrets and devastating revelations. As the search heads higher into the mountains, Winnie must learn to depend on her own strength in order to reach the one she loves.

Corey M. LaBissoniere announces publication of *Return to Enchantas*. The sequel to his first novel (*Land of Enchantas*) was released by his publisher (Martin Sisters Publishing) on December 15th. He’ll be planning a UP wide book tour for both books during this next year.

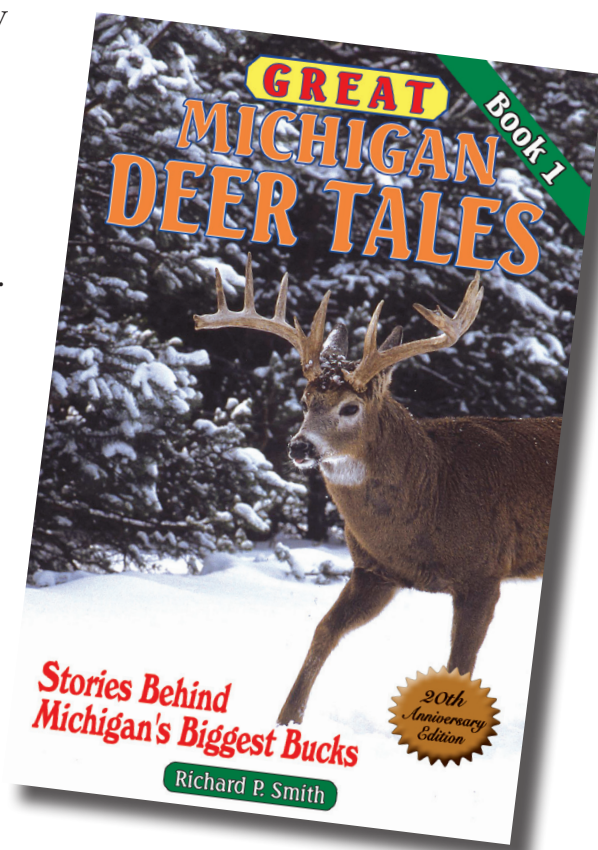


Richard P. Smith is commemorating the 20th anniversary of publication of a popular series of Michigan deer hunting books. Smith Publications in Marquette has printed a special collector's edition of the first book in the series. Book 1 of *Great Michigan Deer Tales* continues to be the best selling title of the series, which now includes six books. Each of the 128-page volumes contains a different collection of true short stories about the biggest bucks bagged by hunters in the state. The 20th anniversary edition is the fifth printing of the title which was originally printed in 1994 to commemorate 100 years of licensed deer hunting in Michigan.

Veteran outdoor writer Richard P. Smith of Marquette is the author of *Great Michigan Deer Tales*, and his wife, Lucy La Faive, is the publisher. When the pair published the first book, they had no idea how well it would be received. Since most deer hunters dream about shooting "the big one," they knew the effort was worth a try. Photos of live bucks with impressive antlers that were taken by Smith, who is also an accomplished wildlife photographer, grace the cover of each of the six books in the series.

Copies of *Great Michigan Deer Tales* (ISBN 978-0-9617407-5-7) can be ordered through any bookstore. They are also available in some sporting goods stores and gift shops across the state. Autographed copies can be ordered through the author's website: www.richardpsmith.com. The mail order price for Book 1 from the author is \$15.50 and a complete set of the six books is available for the special price of \$72 postpaid. Special pricing is also available from the author for multiple books. For those who prefer not to order online, orders can be sent to 814 Clark St., Marquette, MI 49855.

Becky Michael writes: I hope that the New Year has begun on a happy and successful note for each of you. I moved from Sault Ste. Marie to Marquette, this past October. I'm hoping there might be several UPPAA members interested in forming a writing group (or maybe one already exists?), to share what we're working on. I'm visiting my daughters and their families for a few months, in the north Dallas and San Marcos areas, but plan to return in the early spring (weather permitting!). My short story, "Romantivores", is available on Amazon at http://www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Daps&field-keywords=romantivores. I'd love to have a few more reviews, if any of you have the time to read this VERY short tale and submit a review.



FINLANDIA UNIVERSITY'S CAMPUS READ COMMITTEE ANNOUNCES:

“Writers of the Northern Persuasion”

Interested authors can now register for the Writers of the Northern Persuasion author event on April 9 at Finlandia University. The event is open to the public and there is no table fee for authors to participate. To register, please visit: <http://www.finlandia.edu/calling-all-upper-peninsula-authors-and-publishers.html>

If you have additional questions, you can contact Terri Martin, Director of Grant Writing and Foundation Relations at terri.martin@finlandia.edu

Finlandia University, 601 Quincy Street, Hancock, MI 49930, ph. 906-487-7512

Finlandia University, the Upper Peninsula Publishers and Authors Association, and the Michigan Humanities Council and National Endowment for the Humanities are sponsoring the project that supports regional authors of all genres. Several authors will be visiting Finlandia University's campus and making public presentations in March 2016. All presentations will take place Tuesdays at 4:15 p.m. at the Chapel of St. Matthew on the FinnU campus, Hancock, Michigan. There is no charge to attend any of the events. Books will be available for purchase.

March 15th Andrea Scarpino, U.P. Poet Laureate. Her book of poetry *Once, Then* has been selected as the spring 2016 Finlandia University Campus Read

March 22nd Sonny Longtine, author of five books of non-fiction, most notably *Murder in Michigan's Upper Peninsula*.

March 29th John Smolens, author of eight novels and a collection of stories. His latest, *Wolf's Mouth*, will be released in February.

An all-author & publishers forum will take place on Saturday, April 9th, from 10:00 to 4:00, at Finlandia's Finnish American Heritage Center. This will be open to all regional authors and will include book sales along with other events yet to be determined. There is no charge for participants, but registration will be required.

<http://www.finlandia.edu/calling-all-upper-peninsula-authors-and-publishers.html> Contact Terri Martin if you would like more information terri.martin@finlandia.edu or 906 487-7512

This project is funded in part by the Michigan Humanities Council, an affiliate of the National Endowment for the Humanities.

Top 10 Tips for Organizing a Persuasive Sales Presentation

1. Problem-solution. State the problem and then show your book as the solution
2. Case history. Briefly describe how your book contributed to a prior success
3. Testimonials can prove your case
4. Issues. State the major issue, then your supporting comments
5. Support. Focus on the support of a decision maker
6. Place. Describe where your recommendation takes place, and why
7. Narrative. Tell a brief story that states your premise in an interesting way
8. Time. Explain the timeline and why the sequence is necessary
9. Cause-and-effect. Tell your approach and the expected response
10. Direct Benefit. Describe the primary benefit your book provides

Top 10 Benefits to Corporations for Using a Book as a Marketing Tool

Ease of redemption

can download

1

High touch

books are easy to use and pass
along to others

6

Flexibility

content can be delivered in
different formats

2

Durability

books do not break

7

Customization

with logo on the cover or with
a tip-in page

3

longevity

books do not die
(as flowers do)

8

Portability

books can easily be carried

4

Creativity

many combinations of
message, content and format

9

Effectiveness

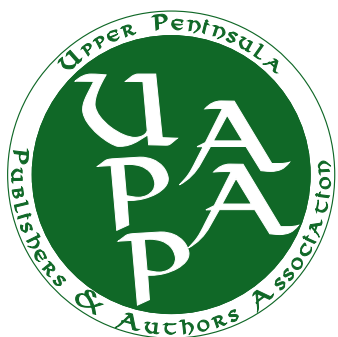
a promotional message may be
repeated throughout the book

5

Reinforcement

of other promotional messages

10



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and Authors Association**

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1ST QUARTER 2016

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