



The Written Word

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www.uppaa.org

“
Action is
eloquence.

”
William Shakespeare

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President Tyler Tichelaar opens the conference.

18TH ANNUAL SUCCESSFUL CONFERENCE

JUNE 18, 2016

Judith Briles began the 2016 UPPAA conference with humor and great information. Her keynote address had some nearly 40 attendees laughing at her visuals of how men and women view themselves (an attractive woman looks at herself in the mirror and sees a dumpy pear-shaped matron, while an overweight, balding man sees himself as Superman) while offering many nuggets of

wisdom on gaining confidence.

Here are a few of the gems from her speech on “Creating Confidence as a Writer and Author.”

Be true to what you are. Find your epiphany as to why you should write. Be true to you—ignore the coulda’, woulda’, shoulda’. Break the rules and be different. If you never say NO, your Yes will become worthless. Keep on learning and hanging out—share and pay it forward. Delete negativity...get away from energy suckers. Expect the unexpected—it’s life. Life is like a ferris wheel—sometimes you are up, sometimes you are down, but you always keep moving.



She also offered plenty of advice for becoming a successful writer and author. She stressed that we need to study our competition by looking at new arrivals in a bookstore. Look at the covers, the colors, images, etc. to make our books “look like the big boys.” In designing a cover, shrink it to 25% of its actual size and see if it still “pops,” because that is how it is viewed online. She also mentioned “news-jacking”—hooking onto a breaking story by dropping your book title into a post on that area. There is an Internet site called squirl.com in which you can drop items about the LOCATION of your book to make it searchable. This is particularly valuable for regional authors.

Judith speaks to members and attendees.

Judith's other two presentations were equally interesting and full of information. She invited all members and attendees to join AuthorU.com as a "basic member" which is free. This site is a wealth of information and can be accessed any time.



Aimee explains legalities.

Aimee Bisonette's session on Legal Rights and Responsibilities outlined current copyright law, how to register a copyright, what to do if someone is infringing on your rights, utilizing "fair use" and many other important topics. Members can access her website: www.littlebuffalolaw.com, call her at 612-243-5013 or email her: amb@littlebuffalolaw.com for copies of her handouts.

Helen Haskell Remien kept her participants busy in her session on Writing as Process. Whether an aspiring or multi-published author, it's always good to get back to the basics of process and even try someone else's process as a way of expanding current knowledge.



Frontiera holds up a sample sales tax license.

Deborah Frontiera shared a lot of tips on recordkeeping so if the IRS ever does audit you, all your little ducks are in a nice neat row. She also told authors when they need to be collecting and paying sales tax, and when they do not need to. Her handout is available on the UPPAA web site.

A panel consisting of **Larry Beuege, Lloyd Wescoat and Aimee Bisonette** gave tips for marketing books across the U.P. Lloyd's suggestions for developing good relationships with bookstore managers and gift shop owners may help authors increase their book sales. Larry Beuege has been busy putting together listings of retail outlets and festivals throughout the U.P. This is on a private, non-searchable web site available to members. Contact him at: LSBeuege@aol.com to get the web address and also to help him fill in some of the blanks in this list.



You can always learn something new
in the writing process.

Members also enjoyed visiting with each other and networking between sessions and during lunch. If there was any one central theme emerging from this year's conference, it would be: Getting your book written is only the beginning. Whether you publish traditionally or independently, you must MARKET, MARKET, MARKET!



The Marketing Panel members

MEETING MINUTES 7/18/2016

1. Tyler Tichelaar, UPPAA president, opened the meeting by welcoming everyone.
2. Brandy Thomas read the minutes from the May 30, 2015 meeting. Alan Wright made a motion to accept the minutes as read, and Lucy LaFave seconded. Motion passed.
3. Tyler reported that new brochures have been printed and distributed to most libraries and other places across the UP.
4. Anyone who has any ideas for further promoting the UPPAA, please contact Tyler or Gretchen Preston.
5. Tyler notified everyone that this is not an election year, but next year will be. He encouraged others to run for board positions, including president.
6. Larry Beuege, gave the treasurer's report. He informed everyone that he did not have an accurate number for what was currently in the checking account, due to all the expenses and income related to the conference that day. UPPAA should have a few hundred dollars in the account once everything from the conference had been accounted for. As of the end of May, UPPAA had \$1,695.68 in checking. Martyn Martello made a motion to accept the report. Jenifer Brady seconded. Motion passed.
7. Larry also encouraged all members to spread the word and let people know about UPPAA. The group is for everyone; you don't have to be an author to join.
8. Jennifer requested that everyone check with her to make sure their e-mail is listed correctly on the membership list. Also, if you move or change e-mail addresses to please notify her.
9. The drawing for donated books/prizes was held.
10. Brandy reminded the members to submit any writing group information to her for listing on the website.



Attendees listen to our key-noter.

MEMBERS HELP RAISE WELL OVER \$400 FOR PETER WHITE PUBLIC LIBRARY

The day before the spring conference, over 20 UPPAA authors donated \$20 each and set up their tents and tables around the Peter White Public Library from 11 a.m. to 4 p.m. Some sold a few, some sold more, but everybody had a good time. Even when people weren't buying, authors got their faces into people's minds and their bookmarks, business cards and other promotional materials into their hands—which is sometimes just as important. What may have stayed with those who came and looked or bought is the amazing variety of genres produced by UPPAA members: mystery, romance, fantasy, science fiction, action adventure, humor, poetry, nonfiction, children's . . . you name it and a UPPAA author probably writes it.

UPPAA hopes to create similar book-selling events across the U.P. in the future. Have a sizeable library near you? Ask if they are interested in hosting a book fair of UPPAA authors. Then contact any board member for help setting it up. The more we reach out, the more people will be aware of us and look forward to the next event.



Book Fair at Peter White Library

OF POSSIBLE INTEREST

Last year, some of our members were interested in a booth at the “craft” part of Parade of Nations in Houghton. The main focus of this event, and of the “craft” part of it is for foreign students at MTU and Finlandia to share their culture with the community, so a “book fair” as such does not quite fit with their theme and the request came too late for 2015, but in Debbie Frontiera’s recent contact with Bob Wenc, Community Outreach Liaison at MTU, there may be a possibility for 2016. The committee in charge has discussed the possibility of an author panel or other “book-related event” in the few days before Parade of Nations—scheduled for Sept. 17, 2016. If UPPAA members are interested in this possibility, contact Bob at: rjwenc@mtu.edu.



TOP 10 WAYS TO Open Your Sales Presentation

News

Relate your presentation to a recent, important event

1

Gimmick

An unexpected way to get attention

6

Primary Benefit

Quickly present the outstanding benefit of your content

2

Challenge

An easy-to-solve test

7

Reward

Show how your recommendation can help them reach their objectives

3

Question

Ask an open-ended question to stimulate conversation

8

Emotion

An emotional quote from a well-known person in your field

4

Curiosity

Get attention with a different twist on your proposal

9

Prop

Show your book with your prospect's logo on the cover

5

Directive

Get people to stop and think with a direct, concise call for action

10

Book Fair at Peter White Library

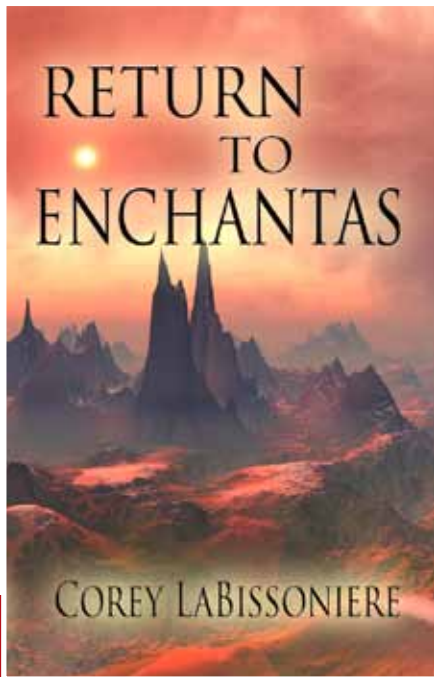


MEMBER NEWS

New member **Mikel Classen** has been a journalist and feature writer for 35 years and is the author of four books, *Teddy Roosevelt and the Marquette Libel Trial* (non-fiction), *Au Sable Point Lighthouse: Beacon on Lake Superior's Shipwreck Coast* (non-fiction), *Lake Superior Tales* (Fiction Short Stories), and *Journeys into the Macabre* (Fiction Short Stories). He's had several fiction stories appear in anthologies and is a former magazine publisher and is a

photographer as well. He recently joined UPPAA and attended the Peter White book fest and the publishers' conference. He says, "I met some of you there and I hope to meet more of you as time goes on. I live in Sault Ste. Marie and travel to book events across the state. I hope to contribute where I can to the group and I'm sure the group will help me to be in better touch with what is going on for authors across the U.P." mikel_classen@yahoo.com www.mikelclassen.com

Corey La Bissoniere reports that the sequel of *Land of Enchantas: Return to Enchantas* was released this past December, 2015. Sales have been going great. "This summer I am experimenting with a couple of different marketing techniques. One is that I am offering an opportunity for the public to become more connected with my books, and characters on my website. I am offering a contest for people to



create their own character for my third book, *Curse of Enchantas*. Hoping to get a lot of feedback from that. It's free, and I highly encourage all other authors to check it out. Just go to the 'Connect With Enchantas' website and answer a few short questions (<https://coreylabissoniere.com/get-connected-to-enchantas/>.) The second technique I am trying out is selling these imaginary fruits that are featured in my books (lixy fruit). They are pink cubed fruit that taste like whatever you crave. I painted wooden blocks bright pink and added brightly colored leaves to them. I am hoping they will help market the books. I thought it would be neat for readers to be able to hold a 'piece of Enchantas' while they read. During the last book selling, they were certainly eye catchers for people wandering by and great conversation starters too, because the colors were so bright."

Lee Arten's poem, "Two Tracks" will appear in the August 2016 issue of *Gray's Sporting Journal*. The poem is about grouse hunting in Keweenaw County. This spring Upland Journal published his essay, "Small Things," also a grouse hunting piece. It took place not far from the area described in the poem.

Brian Helminen has published his book, *How To Raise a Happy Family – Parenting Tips and Advice*. This book contains stories of daily life from a dad with 15 kids. The stories and advice in his book are entirely from "The School of Hard Knocks," and comes at the tail end of raising 10 boys and 5 girls. This book is not an A, B, C or 1, 2, 3 step-by-step formula, but true life incidents with advice from his point of view.

Brian started writing with the intent of documenting some humorous stories of raising a large family in a world with an average 1.8 kids. *How to Raise a Happy Family* evolved from that idea. His focus changed to offering advice when he realized there was very little happiness in most homes and he heard compliments from strangers on his children. Picture a mom and dad sitting in a restaurant with 9 kids, the mom with a nursing baby in her arms, the dad with a 1-year-old in his lap and the other seven sitting quietly with hungry bellies. Often an admiring grandma would come up to us and say "Wow, are these all yours? Congratulations, they are all so well-behaved."

He says he could not have written this book if he had a small family, because he didn't know these principles then—and raising happy kids is still a work in progress. Even now, he still makes mistakes, but hopes to help you positively affect the overall happiness in your family so you can enjoy your kids and grandkids on your journey, and help them realize a happier life.

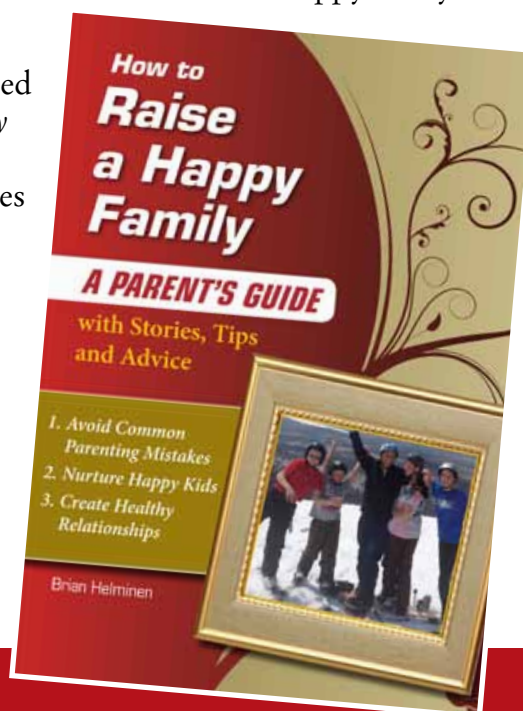
Brian is a charter captain who's interests include fishing, family, fishing, adventure, fishing and traveling. He enjoys bringing families, fishermen and women, and Lighthouse Seekers out on Lake Superior from his port in Lac La Belle, Michigan. At work, he wrote many articles for a published newsletter, and eventually began journaling about his family. When he decided to publish a book about raising a large family, his experience and research were already done. It was just a matter of combining it all. His unique book was completed on his 35th wedding anniversary.

The book can be purchased from his website: www.raiseahappyfamily.com. Contact him at [brian@](mailto:brian@designotype.com)

designotype.com. You can also find him on Facebook, brianhelminen.com.

You can read snippets of the book at <http://effectiveparentingbook.com>.

The soft cover book is \$12.95 and has 232 black and white pages with lots of pictures. It was designed by his wife, Margaret, and published through Designotype Printers, Inc. in Calumet.





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