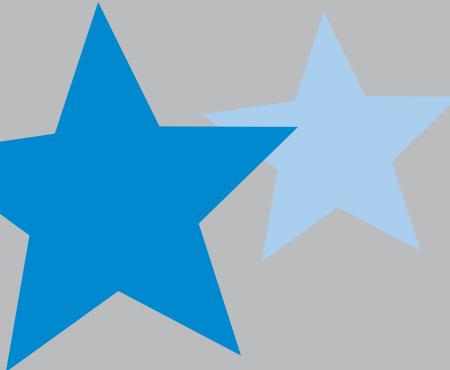
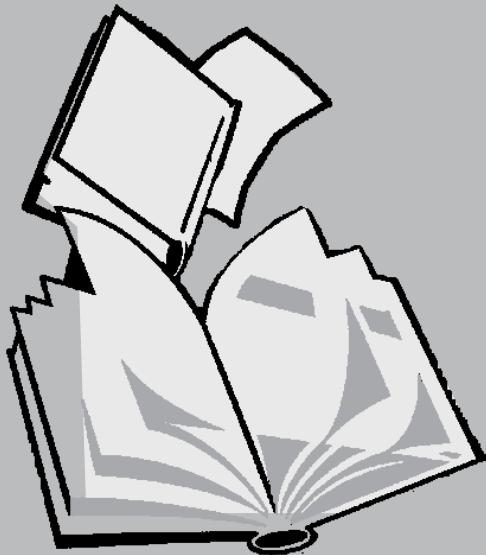




[www.uppaa.org](http://www.uppaa.org)



## IN THIS ISSUE

2017 UPPAA Conference Minutes.....	2
Member News.....	3
Call for Submissions.....	4
Top 10 Tips for Closing Sales .....	5
Ideas Wanted .....	6



# The Written Word

NO. 3 • VOL. X • 3RD QUARTER 2017

## CONFERENCE COMMENTS:

More than forty UPPAA members gathered to network, chat and learn at the 2017 Spring Conference. Several members had many positive things to say.

President Tyler Tichelaar: "I think we had a really successful conference. Everyone seemed to be happy with the variety and the presenters were all very knowledgeable about their topics. There was a lot of positive feedback and I got the impression that many of us went away inspired to continue writing and to try new things."

Participants liked the variety of speakers, the range of topics covered, the question and answer session, seeing so many other members and getting to know them—although there was a comment that there is never enough time to socialize. Lunch was mostly praised—except for the lack of tableware—well no conference goes off without at least one hitch. Most members felt they gained some new information from all the workshops and some made suggestions for new topics to include in the future. The main regret seemed to be that members do not have very many chances to get together because of the physical distances many must travel, even with Marquette being in the "middle" of the U.P.

This newsletter editor was sorry to have missed it, but couldn't get UP for it after finding the costs of flights to be a bit outside her travel budget and a mere week before she was able to drive up.



Key Note speaker Rondi Bauer Olson



**THE CONFERENCE ALSO INCLUDED THE ANNUAL  
UPPAA BUSINESS MEETING—MINUTES POSTED BELOW:**

**UPPAA Spring Meeting Minutes**

1. May 20, 2017
2. Tyler Tichelaar, UPPAA president, opened the meeting by welcoming everyone.
3. Brandy Thomas read the minutes from the June 18, 2016 meeting. Mikel Classen made a motion to accept the minutes as read, and Bob Hruska seconded. Motion passed.
4. Larry Buege gave the treasurer's report. He informed everyone that once again he did not have an accurate amount 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. Although, as of the morning of May 20, 2017 UPPAA had \$900 in checking. Marilyn Wood made a motion to accept the report. Richard Smith seconded. Motion passed.
5. Larry also brought forward the idea of a high school short story competition. An anonymous donor has donated \$400 as prize money for the venture. Prizes would be \$250 for first place, \$100 for second, and \$50 for third. He would need volunteers to help narrow and judge the entries. If anyone is interested in helping, contact Larry Buege. The membership voted, all ayes, to move forward with this project.
6. In conjunction with the short story contest everyone was encouraged to think of ways to bring in younger members with a possible student membership rate suggested.
7. Vice President, Gretchen Preston also welcomed everyone to the conference. She informed everyone that this year the board has started meeting the first Friday of every month in the café space at the Peter White Public Library. All members are welcome, and encouraged, to attend.
8. All members were encouraged to contact any of the board members if they had any ideas for future conference presentations, ways to benefit the membership, or just questions in general.
9. Board Elections were held. Everyone is elected for two year terms. All members are encouraged to run in future elections. The newly elected board consists of:
  10. President: Tyler Tichelaar
  11. Vice President: Gretchen Preston
  12. Membership Secretary: Brandy Thomas
  13. Treasurer: Larry Buege
  14. Recording Secretary: Jenifer Brady
  15. Webmaster: Victor Volkman
  16. Newsletter Editor: Deborah Frontiera
  17. Bob Hruska motioned to accept the board, Lee Arten seconded, motion passed
  18. Tyler thanked the board members for helping with the conference organization when he was sick and in the hospital.
  19. Jenifer was asked about the member directory. Information was gathered during the member renewal process but the process of creating the directory is still being explored. Everyone was assured that their information would not be made public. Updates will follow once more has been decided.
  20. The drawing for donated books/prizes was held.

## Member News:

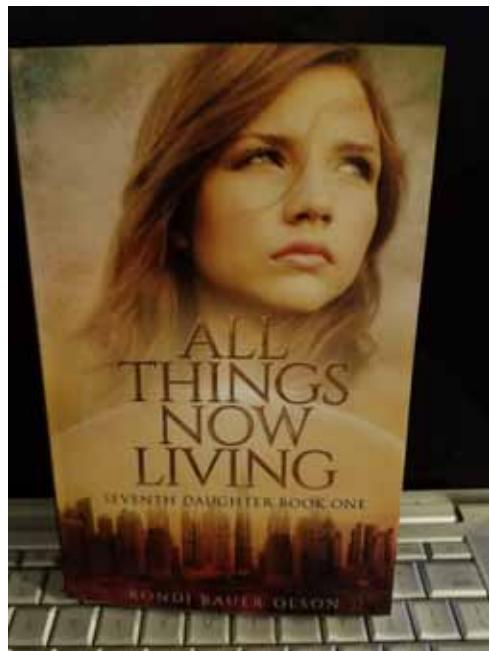
**Gretchen Preston** was awarded The 2017 Marquette County Art Award for Outstanding Writer. The annual awards are sponsored by the Marquette Arts and Culture Center. Not one to look for the spot light, Gretchen felt humbled and honored at the same time. All UPPAA members know how hard Gretchen works and how involved she is in the community, and what great characters she created in her children's chapter books, Valley Cats, More Valley Cats, and Valley of the Cats. Kudos to her for all her hard work!

**Donna Winters** has completed a four-year process of rewriting and repackaging the seventeen historical titles in her Great Lakes Romances series. Her newest book is Butterfly Come Home. You can find them here: <https://bigwaterpublishing.com/>

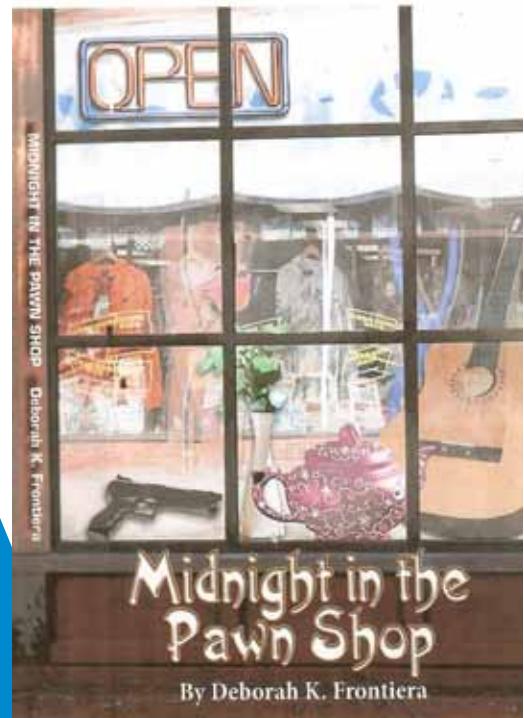
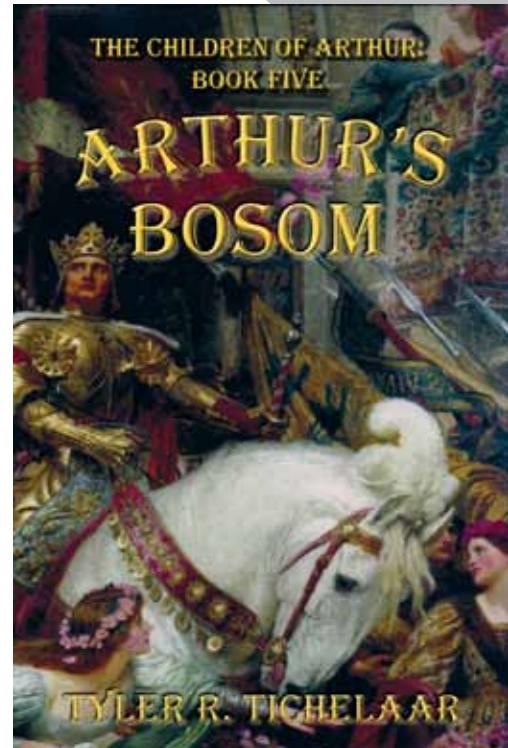
**Tyler Tichelaar** has released the fifth and final volume of his Children of Arthur series. Arthur's Bosom—its title is a quote from Shakespeare—follows the final adventures of King Arthur's descendants by returning readers to the time of Camelot and introducing them to well-known Arthurian characters including the Lady of the Lake, King Pellinore, Sir Palomides, Sir Tristram and Iseult, the Grail King, the Questing Beast, and Morgan le Fay. To learn more about the series, visit [www.ChildrenofArthur.com](http://www.ChildrenofArthur.com).

**Deborah K. Frontiera** has another new book out—this time it's one for "grown-ups". *Midnight in the Pawnshop* is a light fantasy in which all the items for sale in a pawnshop come to life at midnight and share the stories of who owned them and how they ended up where they are. For Deborah, this novella was pure fun to create. Personifying objects and giving them personalities was a challenge, but

then fairy tales have done this for ages, and so did the creators of Toy Story. So it's not that far-fetched an idea. You can buy copies through her web site: [www.authorsden.dom/deborahkfrontiera](http://www.authorsden.dom/deborahkfrontiera)



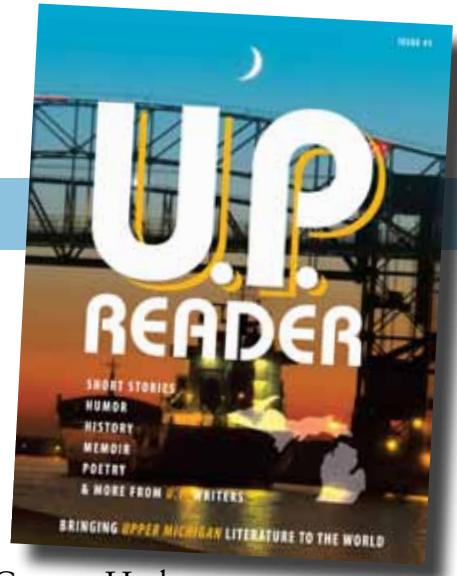
Rondi's book cover



# U.P. Reader Issue #2 – Call for Submissions is ON!

The U.P. Reader is an annual publication that represents the cross-section of writers who are the membership of the Upper Peninsula Publishers and Authors Association. This annual anthology will be used as a vehicle to showcase and promote the writers of the Upper Peninsula. Copies of the U.P. Reader will be made available to book sellers, UPPAA members, libraries, and news services.

U.P. Reader Issue #1 was released at the UPPAA 2017 Spring Meeting, and we sold out all the copies that we brought to the event. We have targeted local retailers across the U.P. from Grandpa's Barn in Copper Harbor to Island Books & Crafts in the Soo. We're looking forward to broad participation from UPPAA members for an even bigger and bolder upcoming Issue #2.



## GUIDELINES

1. Must be a current member of the UPPAA to submit.
2. Submissions must be original with no prior appearance in web or print. Submissions will be accepted for up to 2500 words.
3. Submissions can be any type of genre, fiction, nonfiction (memoirs, history, essays, feature articles, interviews, opinions) and poetry. These also can include photography or artwork, but author must show permission for use.
4. All submissions will be reviewed through a jury and the submissions will be chosen through this process.
5. The U.P. Reader will require FIRST time rights in print and digital. After one year ALL rights will return to the author.  
The UPPAA retains the right to use it in perpetuity.
6. Current UPPAA members can purchase a 1/4 page advertisement for \$25. These will be invoiced to you for PayPal payments. Advertisements should be pre-designed for 3.75 inches wide by 4.75 inches tall at 300 Dots Per Inch (DPI) and suitable for black-and-white printing and in 300 Dots Per Inch. No bleeds.
7. Alternately, you can send 50 words and up to one picture to [victor@LHPress.com](mailto:victor@LHPress.com) and I will make a best effort with your materials.
8. Advertising deadline for all materials and payments will be Nov. 15th, 2017
9. Publication Schedule for U.P. Reader Issue #2
  - Submission deadline: Dec. 21, 2017
  - Nov. 15, 2017 .....Jury/peer-review process begins
  - Jan 15, 2018 .....Announcement of selected submissions
  - Jan 16 - Feb. 28 .....Typesetting and cover design
10. Spring Conference 2018: Launch party, location to be determined.
11. Send submissions to [mikel\\_classen@yahoo.com](mailto:mikel_classen@yahoo.com) or [dfrontiera@wildblue.net](mailto:dfrontiera@wildblue.net)
12. Be sure to put "U.P. Reader Submission" in the subject line.

# Top 10 Tips for Closing Sales

1

*Know in advance your best outcome—the terms you are (or not) willing to negotiate*

2

*Know your best alternative to a negotiated agreement (other options available to you)*

3

*Know your printing and shipping costs at various quantities*

4

*Do not push too hard for the order*

5

*Listen for buying signals and vary your closing questions*

6

*Commit only when you know you can deliver on your promises*

7

*Start high and concede slowly*

8

*Save the hardest issues for the end*

9

*Use questions to lead prospects toward a mutually profitable conclusion*

10

*Know when to walk away from a bad deal*



**Upper Peninsula Publishers  
and Authors Association**  
431 BUSINESS 141 NORTH  
COLEMAN, WI 54112

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

3RD QUARTER 2017

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

President: Tyler Tichelaar ..... [tyler@marquettefiction.com](mailto:tyler@marquettefiction.com)  
Vice President: Gretchen Preston ..... [gfgoodrich@gmail.com](mailto:gfgoodrich@gmail.com)  
Membership: Jenifer Brady ..... [buddycheckabby@yahoo.com](mailto:buddycheckabby@yahoo.com)  
Treasurer: Larry Buege ..... [LSBuege@aol.com](mailto:LSBuege@aol.com)  
Recording Secretary: Brandy Thomas ..... [brandy@thomasediting.com](mailto:brandy@thomasediting.com)  
Webmaster: Victor Volkman ..... [webmaster@uppaa.org](mailto:webmaster@uppaa.org)  
Newsletter Editor: Deborah Frontiera ..... [dfrontiera@wildblue.net](mailto:dfrontiera@wildblue.net)



Newsletter design and layout courtesy  
of Designotype Printers, Inc.  
Calumet, Michigan  
[www.designotype.com](http://www.designotype.com)

## UPPAA Newsletter Editor Needs Your Ideas



Newsletter editor Deborah K. Frontiera welcomes your member news, short articles of interest to the membership, ideas, comments, questions, marketing tips, "sales secrets," and you name it for each of the quarterly editions of the UPPAA News. Please email any/all materials to her at [dfrontiera@wildblue.net](mailto:dfrontiera@wildblue.net) with "UPPAA news" in the subject line.