

# *The Written Word*

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

*Either write something  
worth reading  
or do something  
worth writing.*

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## **MARK YOUR CALENDAR FOR THE 2020 SPRING CONFERENCE**

**New venue for this year's conference  
The Olson Library on the NMU campus!**

Full details will appear in the Spring issue of the newsletter. Registration for both the Fiction Writing Workshop and the Spring Conference, and your 2020 Membership Renewal will all take place at the same time. You'll be able to add each to your shopping cart and checkout only once.

### **CONFERENCE SCHEDULE\***

#### ***Friday, June 5, UPPAA Fiction Writing Workshop***

10:00 – 5:00 Bethany and Doug Leonard, Red Ore Writers.  
This workshop will be paid for separately, since it is not part of the main conference included with membership dues. Enrollment will be capped at 20 participants, first come, first served.

#### ***Saturday, June 6, 2020***

9:00-9:30	Registration in the atrium area, coffee and cookies, visit our vendor area.
9:30-9:45	Opening remarks, President.
9:45-10:45	Keynote, Carolyn Howard-Johnson, author of <i>The Frugal Book Promoter How to Get Nearly Free Publicity on Your Own by Partnering with Your Publisher</i>
10:45 - 11:00	Morning Break
11:00 - 12:00	Session 1A Self-publishing 101 with Janisa Grossman
11:00-1:00	Session 1B Writing and Researching historical fiction and nonfiction with Tyler Tichelaar

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12:00 - 1:15	Lunch / business meeting
1:15 - 2:15	Session 2A Crafting self-publishes children's picture books with Amiee Bissonnette
1:15 - 2:15	Session 2B Writing Romance novels with Donna Winters
2:15 - 2:30	Afternoon Break #1
2:30 - 3:30	Session 3A Character Development and dialogue with Naomi Rawlings
2:30 - 3:30	Session 3B YouTube and other social media as promotion with Steve Lehto
3:30 - 3:45	Afternoon Break #2
3:45 - 4:45	"Birds of a Feather" hour**
4:45 - 5:00	Door prize giveaways / concluding remarks

We hope that with our new schedule, most attendees who live in the U.P. may be able to leave home as late as 7AM and still make it in time for opening remarks at 9:30AM.

*\*Titles subject to possible change. Final Details and descriptions will be in the Spring newsletter.*

*\*\*Basically, people volunteer topics that they want to talk about with their peers and have their own "mini breakout/discussion groups". We will collect the list of topics by asking people to raise their hands during the business meeting and we will write them all down on a large sheet of post-it note flipchart paper.*

**Vendor Area:** For the first time, we'll be having a vendor area for UPPAA members as well as outside agencies that want to market services to authors including but not limited to editing, proofreading, typesetting, graphic design, illustration, book packaging, and so on. You don't have to be present at your table the whole day, only when you want to do so. The fee will be \$50 per banquet-sized table. Availability of electricity is not yet known. Contact: [president@uppaa.org](mailto:president@uppaa.org) to order.

**Door prizes:** In past years our door prizes were donated books by member authors. This year we have assembled a large number of items with a total value of over \$400. Remember, you must be present at 4:45 to win.

- Free admission to the next Writers Workshop (Spring 2021)
- 4-volume hardcover set of UP Reader (donated by Modern History Press)
- Complimentary one-hour Skype book coaching session with Victor Volkman, publisher of *UP Reader* and president of Modern History Press
- Certificate for a year's Business Membership redeemable in 2021 or later
- Complimentary 30-minute phone/Skype writing consultation with Doug Leonard providing a combination of written edits and feedback Skype consultation on ten pages of text (twelve point, double spaced, one inch margins)
- UPPAA logo fleece blanket
- UPPAA steel coffee to-go mug and tote bag, as a set
- UPPAA or UP Reader T-shirt from available stocks
- Yooper shirts \$25 gift card (redeem online at [Yoopershirts.com](http://Yoopershirts.com) or at 503 N. Third, Marquette storefront)



# Thoughts on Awards

UPPAA PRESIDENT  
VICTOR R. VOLKMAN

A member asked me recently about the value of awards; since this is award season, I thought I would share my reply with everyone.

**Question:** Is the Reader Views Award worthwhile; will it pay back in sales?

**Answer:** I'm in favor of each book having at least one award under its belt. Do awards

cause an increase in sales? Not directly, unless it is one of the three or four that the mainstream media actually follow: National Book Award, Caldecott, and Newberry (administered by ALA).

**Question:** So what does an award do?

**Answer:** It is another arrow in your marketing quiver that can bolster the overall message. For books that Print On Demand, I have very often re-incorporated the award graphics into the cover design.

However, you don't have to go that far if it is a huge expense. You can incorporate it into all other marketing collateral (websites, sell sheet, your Amazon listing, printed stuff like postcards or bookmarks). It's also an excuse to issue another press release that can be circulated to librarians. So an award for your book is more of a means to an end than the end goal itself.



## The Many Benefits of UPPAA Membership:

- Network with members
- Attend the annual conference
- Submit to the annual *U.P. Reader*
- Meet experts in the publishing industry
- Receive the newsletter four times per year
- Send "Member News" to any newsletter issue
- Receive discounts on IBPA and APSS Publisher Association Memberships
- Participate in UPPAA email group to find answers to your questions
- Publicize books and book covers at [www.uppaa.org](http://www.uppaa.org)
- Learn the dos and don'ts of independent or traditional publishing
- Receive notices of upcoming contests, awards, etc.

### THE FULL LIST OF BENEFITS IS HERE:

<https://www.ibpa-online.org/page/ListofBenefits>

### Here's a short list of our favorite perks:

- The Fedex/Kinkos discount of 10% off everything printed there really adds up.
- 15% discount on ISBNs from Bowker (the only legitimate vendor of ISBNs)
- The IBPA monthly newsletter is always jam-packed with tips and there's usually one idea per month which could pay back the cost of your membership—either in terms of a sales opportunity or reducing your operating costs, etc. Most of the content is based around how to be a better and more effective self-published author.
- And much more

### ALSO IMPORTANT:

Many members don't know it, but UPPAA is an affiliate of the Independent Book Publishers Association and as such all UPPAA members are entitled to certain perks/benefits. For example, you can join the IBPA and get a ton of other benefits such as their monthly newsletter and discounts on marketing services. Use discount code "UPPAA" and save \$30 on an IBPA membership.

### ARE YOU UTILIZING ALL YOUR MEMBERSHIP BENEFITS?

If not, what will you start using in 2020?



## Next in the UPPAA Speakers Bureau Programs

### UPPAA Speakers Bureau Presents:

**CARRIE PEARSON**, Author of *And Stretch To The Sun* and other children's books

**Presentation Title:** *"The Story of a Children's Book: From Idea to Published Book and Surprises along the Way"*

**When:** February 4th, 2020, 7:00pm – 8:30pm.  
Admission is free.

**Where:** Lydia M. Olson Library, NMU campus

When Carrie Pearson set out to write a children's picture book biography about Dr. Steve Sillett, the world's authority on the tallest trees on earth, she didn't know the many twists and turns leading to publication – stretched end to end – would be longer than the trees are tall. Join Carrie as she shares the journey of the *"little story who could"* which is now an award-winning book for children.

### Add Value with a Bookmark

**Besides marking the page, your bookmark can act as a marketing piece.**

Put a bookmark in each book, and hand them to visitors who are deciding whether or not to buy.

Items you can include: your website, phone number, bio and photo, information about your past and future projects, where and how to purchase additional copies.

*Check appropriate boxes and call today for quote.*

- ☐ need professional graphics
- ☐ print ready
- ☐ size (2x7) \_\_\_\_\_
- ☐ one side
- ☐ two sides
- ☐ color
- ☐ black
- ☐ qty \_\_\_\_\_
- ☐ silk touch
- ☐ glossy
- ☐ top hole for ribbon

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### Thoughts on Contests

You can subscribe to C. Hope Clark's free weekly e-newsletter *Funds for Writers* to get the latest calls for contests and literary submissions: <https://fundsforwriters.com/newsletters/>. Research the contests or literary journals to ensure they are a match for your writing and goals. Hope evaluates the listings she shares in her newsletter so you can rely on them being legit, or at least meeting respectable requirements. Most libraries have reference books such as *The Writer's Market* or *Novel and Short Story Writer's Market*. You can ask your local librarian. Wikipedia has a comprehensive List of Literary Magazines with links to each: [https://en.wikipedia.org/wiki/List\\_of\\_literary\\_magazines](https://en.wikipedia.org/wiki/List_of_literary_magazines).

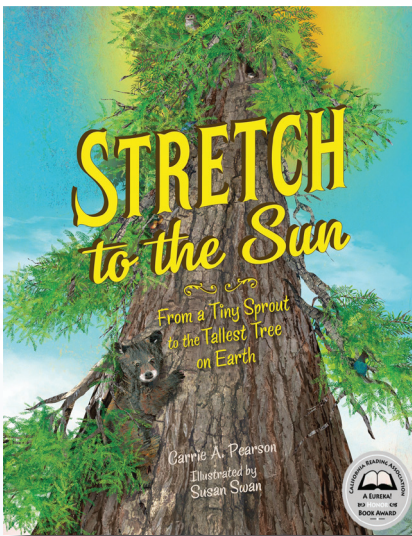
### Check Out This New Place to Market Books

Jennifer, at the Uptown Gift Shop in Chippewa Square in Marquette, has a very nice gift shop in spite of its less than great location. (It is off the street and not immediately visible from the road.) She has a few books in stock and is open to promoting local authors. She is marketing her store by hosting events to draw customers and interest in her store. Online at: <http://UptownGiftsMQT.com/>

## MEMBER NEWS

**Charli Mills** has been busy with short story writing workshops at the Portage Lake District Library. Check out the details here: <https://www.uppaa.org/2019/10/15/charli-mills-short-story-workshop-at-portage-lake-library-houghton/>

A children's book written by **Carrie A. Pearson**, *Stretch to the Sun: From a Tiny Sprout to the Tallest Tree on Earth*, won a Eureka! Award, given by the California Reading Association for outstanding nonfiction. Congratulations to Carrie.



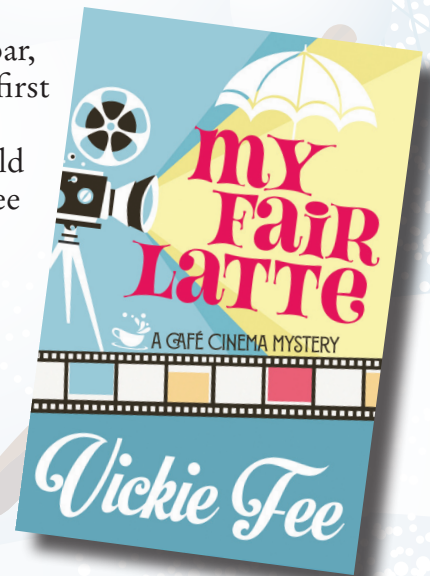
UPPAA member **Tamara Lauder** was the winner of the first Houghton Selected Shorts Story Contest held by the Rozsa Center and the Portage Lake District Library. Her story, “It’s all in the Knees”, was chosen to be performed at the Rozsa Center of the Performing Arts at Michigan Technological University on Saturday December 7<sup>th</sup>, 2019. Tamara’s story was read by Kristen Vangness, best known as Penelope Garcia on the CBS drama *Criminal Minds*. To read more about the event, go to <https://www.mininggazette.com/news/2019/12/national-act-local-script/>

[Selected Shorts](#) is produced by Symphony Space in New York City and broadcast on more than 150 stations around the country.

**Jane Kopecky** will have her second book out in April or May, to be released by Globe Printing.

In the book, Jane Kopecky reveals the nearly-forgotten story of Camp Germfask, where some of the most ardent war-resisters among World War II conscientious objectors were held for thirteen months in 1944 and 1945. Howard Brick, Louis Evans Professor of History at the University of Michigan had this to say about it: “Opponents of the war and conscription on a variety of religious, pacifist, or political grounds, these recalcitrant dissenters dared imprisonment as they refused to cooperate with rules of the Selective Service. Instead of jail, they ended up in what some of them called the ‘Alcatraz of CO camps’, and their sympathizers elsewhere in the country called ‘America’s Siberia.’ In interview transcripts, memoirs, and documents collected by Jane Kopecky, their lives and their relations with their Germfask and other Upper Peninsula neighbors come alive. This book is a great read and a great service to historical understanding.”

*My Fair Latte* by **Vickie Fee** of Marquette will be released March 3, 2020. The book features an unemployed barista who unexpectedly inherits a timeworn movie theater and reopens it with a coffee/wine bar, showing classic films. It is the first entry in her new Café Cinema cozy mystery series, starring old movies, new bodies—and coffee to die for. **Vickie Fee’s** other books are: *Liv and Di in Dixie* mysteries from Kensington, *Til Death Do Us Party* is out now! Visit her web site at: Website: [www.vickiefee.com](http://www.vickiefee.com) and her Blog: [www.chicksonthecase.com](http://www.chicksonthecase.com)



## Meet My Challenge

BY GRETCHEN PRESTON

March is National Reading Month. All successful writers are (or should be) avid readers. As authors where would we be if no one read our work?

My challenge to our UPPAA membership is for each of you to find a way to celebrate Reading Month. Oh, let me count the ways. On a personal level, dig a book out of the stack by your bed or buried deep in your Kindle and indulge yourself by reading the book you saved for a special time. You have the entire month of March. Explore new genres or read one of your fellow UPPAA authors.

All caught-up on your pleasure reading? Read aloud to someone else: a child, a group of students, or folks in a nursing home. Get out in the public and share your own work or a favorite author with others. Don't hesitate to make a date with a child, contact a school or volunteer to read aloud at a hospital or nursing home. Maybe you have an elderly friend who would enjoy your company as you read poetry, a short story or even the newspaper.

Not feeling so charitable? Schedule an author "Meet and Greet" at your local library, a local book store, gift shop or other local gathering place. You might even sell a few books!

Share your Reading Month activity on our UPPAA Facebook page, <https://www.facebook.com/UPSISU/> or post on our group email. Let's celebrate Reading Month together!

## Speak Authors, Speak!

BY GRETCHEN PRESTON

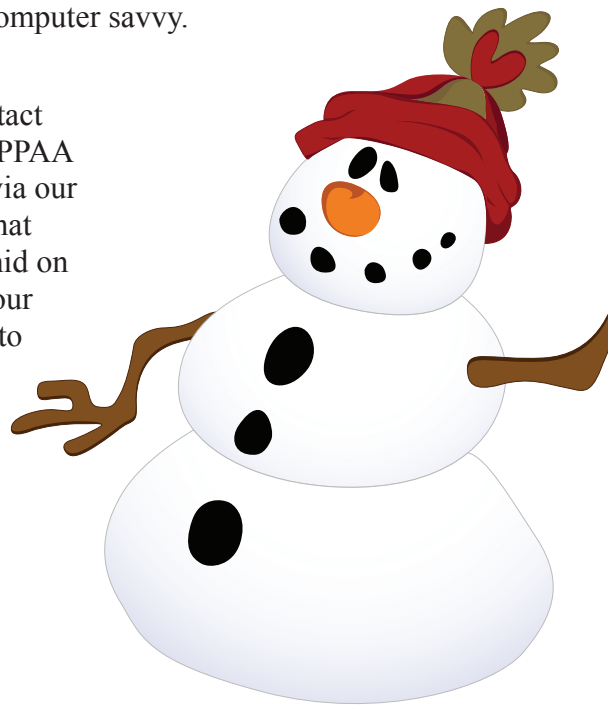
Unless you are doing one of those "Vow of silence" things, most of us speak every day, but many of us freeze-up when it comes to speaking in public. Help is on the way!

The UPPAA Speakers Bureau is dedicated to giving you the opportunity to market your book or enlighten your audience on topics related to writing and publishing through public presentations. Does even reading a short article on the topic make you queasy? From the comfort of your own home you can view a plethora of YouTube videos on public speaking, take an on-line course, join your local Toastmasters group, or choose a book on the topic. Then, it is time to get creative. Yes, even this thought may be terrifying. Personal growth always is, but there have been no deaths reported of those who dared to step-up to the microphone.

UPPAA has a Speakers Bureau; you are welcome and encouraged to join. We will assist you in creating your presentation, setting up a speaking engagement, and helping you grow to be a comfortable, competent public speaker. You will sell more books if you get out there and pitch your own product. Audiences love to hear from the actual author.

The first tip is to choose a topic with which you are familiar. Tell about your book, your writing process, and what compels you to write. Pick a place where you feel comfortable "naked" in public; your local library, bookstore, school, or university. Begin with small groups before you dare to step up behind a podium in a convention hall. Practice your presentation until you don't need note cards. Create a powerpoint presentation if you are computer savvy.

Ready to step out of your comfort zone? Contact Gretchen Preston, our UPPAA Speakers Bureau Chair via our UPPAA website. Let's chat about our tips for the timid on our group email. Take your first step. We're all here to cheer you on!



# Authors Slated for Inclusion in the 2020 U.P. Reader

The Publications Committee proudly announces the slate for the U.P. Reader Volume 4. This year's book has a record-breaking 31 contributors with 42 submissions. UPPAA President Victor Volkman said, "We're really impressed with both the participation and the quality of submissions this year—*UP Reader* is destined to become a powerful regional platform for our local authors."

Craig Brockman, "I Watched Someone Drown", and "Shirley's Cabins"

Larry Buege, "Party Animals" with illustration

T. Marie Bertneau, "The Kalamazoo"

Ann Dallman, "Awareness" with photo

Karen Dione, Transcript of speech at 2019 conference

Deborah K. Frontiera, "A Stone's Story" with photo

Elizabeth Fust, "Paper Tracks" and "The Great Divide"

Rich Hill, "The Bait Pile" and "White Out"

Jan Kellis, "Addiction" and "The Rat Bag Family"

Sharon Kennedy, "Katie Purity" and "Quiet Times"

Chris Kent, "Musings from a Deer Shack"

Tamara Lauder, "U.P. Summers Are for the Bugs"

David Lehto, "Coyote Pups" and "The Shepherd"

Ray Luczak, "The Truck" and "Independence Day"

Patricia Malashanko (Tricia Carr), "Clark Kent Says It All" and "Domestic Violence"

Charli Mills, "Called to the Edge of Gitchigammi" and "Wreck of the S.S. Kirby"

Cyndi Perkins, "Dry Foot" with a photo

Becky Ross Michael, "Much Different Animal"

Ninie Syarkin. "Catching Buterflies" and "Love Is"

Terry Sanders, "El Paso Nightmares"

Donna Searight Simmons, "Cousin Jack Foster" and photo

Joni Scott, "The Woundwort"

T. Kilgore Splake, "Untitled Symphony", "God's Country" and 2 photos

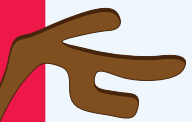
John Taylor, "River of the Dead" and "How to Tell"

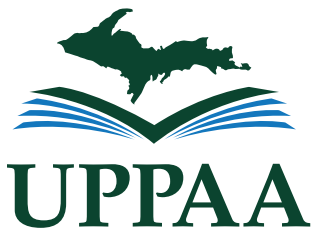
Brandy Thomas, "Service Alert"

Tyler Tichelaar, "The Many Lives of Pierre LeBlanc" and photo

Donna Winters, "Moving Up"

All these plus the winners of the  
2020 Dandelion Cottage Student Short Story Writing Contest





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Deborah K. Frontiera:**

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