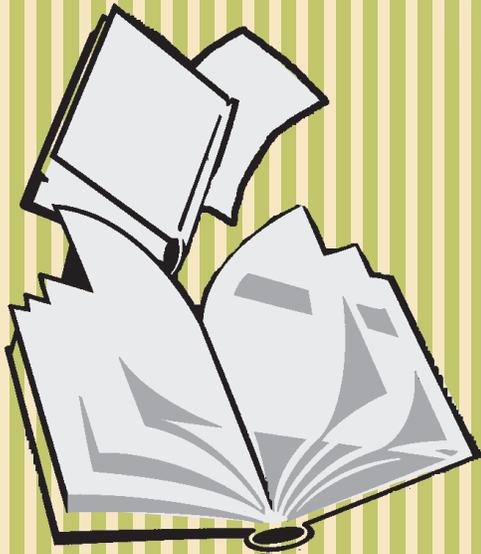


www.uppaa.org



IN THIS ISSUE

Virtual Conference Schedule	1-4
UP Reader Submission Guidelines	5
Fall Fiction Writing Workshop	6-7
Marketing Tips	7
Member News	8-9
Special Event	10
June Virtual Business Meeting Notes	10

The Written Word

NO. 3 • VOL. XIII • 3RD QUARTER 2020

UPPAA “SPRING CONFERENCE” ALTERNATIVE

Due to continued concerns about Covid-19, the size of social gatherings allowed, lack of an available conference venue, and lack of available special event insurance, the UPPAA Board will host a series of member-only virtual workshops through the months of September and October. Our online survey also showed that 40% of members were unlikely to attend an in-person event and 63% stated they would attend virtual presentations. Our keynote speaker will kick off the series on Saturday, September 12. Please note that the first two events are at 2 p.m. Eastern time and subsequent events are at 7 p.m. Eastern time. If you can't make it to the live event, each of these will be uploaded later to a private YouTube channel for UPPAA members.

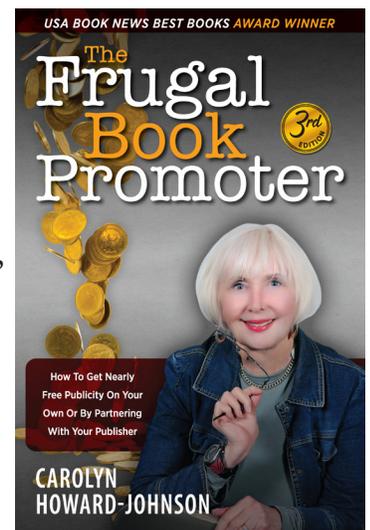
Your UPPAA membership must be current to participate either live or to watch later, so renew today at www.uppaa.org/join-or-renew

It's easy and helps the organization provide essential services for YOU!

CAROLYN HOWARD-JOHNSON

New Book or Old: Great Launch Techniques Are Dependable Career Boosters

Inspiration for Procrastinators: My Never-Too-Late Story: In this confidence-building opening address, Carolyn Howard-Johnson shares her story and tons of tips learned from launching her own sixteen books in several genres, many of them multi award winners and many now reaching second and third edition heights. Her experience as a



2020 Virtual Conference Schedule

TOPIC	SPEAKER	DATE	TIME
New Book or Old: Great Launch Techniques Are Dependable Career Boosters	Carolyn Howard-Johnson	9/12	2 PM
Romance Writing—Tips and Resources to Help You Capture Your Readers' Heart	Donna Winters	9/19	2 PM
Writing and Researching Historical Fiction and Nonfiction	Tyler Tichelaar	9/24	7 PM
Crafting the Self Published Picture Book – Unique Product, Unique Issues	Aimée Bissonette	10/1	7 PM
Diving into Character Development	Naomi Rawlings	10/8	7 PM
Book Publicity 101	Smith Publicity	10/15	7 PM
Self-Publishing 101	Jansina Grossman	10/22	7 PM
Memoir as a Healing Tool	T. Marie Bertineau	10/22	7 PM

journalist, retailer, and consultant makes her the one to understand what your media contacts need and how the knowing helps you finagle free publicity from whichever marketing paths you choose—all free—and less work using recycling.

DONNA WINTERS

Romance Writing: Tips and Resources to Help Capture Your Readers' Heart

- Plot structure—so many choices!
- Doing the research (contemporary or historical)
- Creating your romantic characters
- Setting the scene

Donna Winters grew up in Upstate New York, moved to Lower Michigan in 1971, to the Upper Peninsula in 2003, and to New Mexico in 2015. She began writing romance novels in 1982, was first published in 1985, and now has over 20 romances and nonfiction titles in print. Her publishers have included Thomas Nelson, Zondervan, Guideposts, Chalfont House, and Bigwater Publishing LLC, her self-publishing

company. You can learn more about her writing at amazon.com/author/donnawinters.

TYLER TICHELAAAR

Writing and Researching Historical Fiction and Nonfiction

Being historically accurate is of primary importance when writing history and historical fiction. In this presentation, local author Tyler Tichelaar will teach you how to:

- Avoid the biggest pitfalls of authors writing about history
- Protect your book from inaccuracies
- Find primary and secondary sources
- Separate the wheat from the chaff in terms of real versus fake history
- Develop processes for organizing your research
- Document your sources properly

SPECIAL NOTE: Memberships MUST be renewed by September 11 to be able to attend this year's fall Virtual Conference speaker series and workshops.

- Connect with experts in your field who can help you
- Find valuable UP-related sources if writing about local history
- Tips for doing research online

You will leave knowing how to make history come alive for your readers, while not letting a good story get in the way of the facts.

Tyler R. Tichelaar is a seventh generation Marquette resident. He holds a PhD in Literature from Western Michigan University and Bachelor and Master's Degrees in English from Northern Michigan University. An avid interest in U.P. history and genealogy led him to writing U.P. historical fiction and non-fiction. Today, he is considered a local expert on Marquette history. Tyler published his first novel, *Iron Pioneers: The Marquette Trilogy, Book One*, in 2006. In 2011, Tyler was awarded the Marquette County Outstanding Writer Award, and the Barb Kelly Award for Historical Preservation for his efforts to promote Marquette history, following the publication of his book *My Marquette*. Visit Tyler at www.MarquetteFiction.com.

AIMÉE BISSONETTE

Crafting the Self Published Picture Book—Unique Product, Unique Issues

There are so many considerations that go into the decision to self-publish a book. Where picture books are concerned, though, those issues increase ten-fold. As a genre, picture books have always stood alone. With no other genre is “look and feel” more important. Come for a discussion of issues unique to picture books (e.g. structure, page count, and word count; working with illustrators, editors, and designers; the picture book “dual audience;” the need for diversity; printing concerns). Aimée will share recommendations from publishing experts, as well as her own experiences writing picture books.

Aimée Bissonette is a lawyer, teacher, and writer from Minneapolis, Minnesota. She has published books for both the children's and

educational markets. In her legal practice, Aimée (recently retired) worked with numerous authors and illustrators, advising them on all aspects of trade and indie publishing. Aimée has presented as a guest lecturer for Highlights Foundation at its Self or Indie Publishing workshop. Look for her article, “Dissecting the Self-Publishing Contract,” in *Writer's Digest's* 2015 Guide to Self-Publishing.

NAOMI RAWLINGS

Diving into Character Development

Do editors, agents, and readers care about your characters? When they pick up your novel, do they read to the very last page because they can't wait to find out what will happen to the fictional characters you've created? *Diving into Character Development* takes an in-depth look at how to create compelling true-to-life characters who will linger in your readers' minds long after they finish your book.

Note: This workshop focuses mainly on the craft of novel writing, though some of the material covered will be applicable to short stories as well.

Naomi Rawlings is the author of eleven historical Christian novels, including the Amazon bestselling *Eagle Harbor Series*. She first started writing in 2008, and to date, her books include four traditionally published novels and seven self-published novels. She has been nominated for three publishing awards, enjoys coaching other writers, and moonlights as a novel editor. She lives with her husband and three children in the Copper Country. www.naomirawlings.com.

SMITH PUBLICITY

Book Publicity 101

Successful book marketing strategies take many forms, and often go beyond straight book reviews or media interviews. This year (2020) has been a year of uncertainties, with every industry being affected in some way—certainly the book industry is no exception. Publishers and authors have always been challenged to think beyond their creative ways to bring

attention to their books and messages and that's more important than ever before. Through this seminar, you will learn how and why authors should be:

- open to working with genre influencers
- participating in blog tours
- hosting giveaways
- writing bylined articles
- active and authentically engaged on social media
- organizing and hosting virtual book events

Corinne Moulder is the Vice President for Business Development at Smith Publicity, the most prolific book marketing agency in the publishing industry. Preceding her role in business development, she worked as a book publicist for nearly seven years which introduced her to the reality of the relentless and creative nature of the book publicity industry. Now managing accounts that range from imprints from the Big Five, budding and established small presses, bestselling traditional and indie authors, and breakout debut writers, Corinne values publication processes from pre- to post-launch and understands the need for strategic, impactful publicity timelines. Corinne regularly speaks at national trade events, local writers' conferences, and industry events. Contact Smith Publicity at info@smithpublicity.com.

JANSINA GROSSMAN

Self-Publishing 101

In this hour-long session, we will walk through the steps of self-publishing. Topics will include:

- costs (How much should I expect to pay?)
- DIY options (Which parts can I do without help?)
- timing (When should I hire an editor?)
- things to avoid (What makes a book seem unprofessional?)
- best practices (How do I know when to start marketing?)

Participation will be encouraged, though it is not required.

Jansina is the owner of a nontraditional publishing company, Rivershore Books, and is a self-published author of three novels and two short stories. She is based out of Minneapolis, MN, and is pleased to be a member of UPPAA.

T. MARIE BERTINEAU

Memoir as a Healing Tool

Memoir writing has the ability to act as a therapeutic aid, balm for the ache of a bleak past. Join T. Marie Bertineau as she discusses her memoir journey. You'll learn what brought her to the keyboard—and kept her there—and how keystrokes combined toward a positive outcome. She'll discuss steps needed to open oneself up to writing in this genre and what you might expect along the way. Other topics include identifying when you're ready to take on your project, the importance of uninhibited writer's flow, ways to hone that writing later to create the story, and how you might at last promote emotional healing through greater understanding of your past.

Bertineau was born in Michigan's Keweenaw. She is of Ojibwe/French Canadian/Cornish descent and is a member of the Keweenaw Bay Indian Community on the L'Anse Reservation, Migizi Odoodeman. Her work has appeared online with Minnesota's Carver County Arts Consortium; in *Mino Miikana*, a publication of the Native Justice Coalition and Waub Ajijaak Press; in UPPAA's own *U.P. Reader*; and is slated to be anthologized with the Chanhassen Writers Group of Minnesota. Her debut memoir, *The Mason House*, will be released by Lanternfish Press in September 2020. Married and the mother of two, she makes her home in the Upper Peninsula.

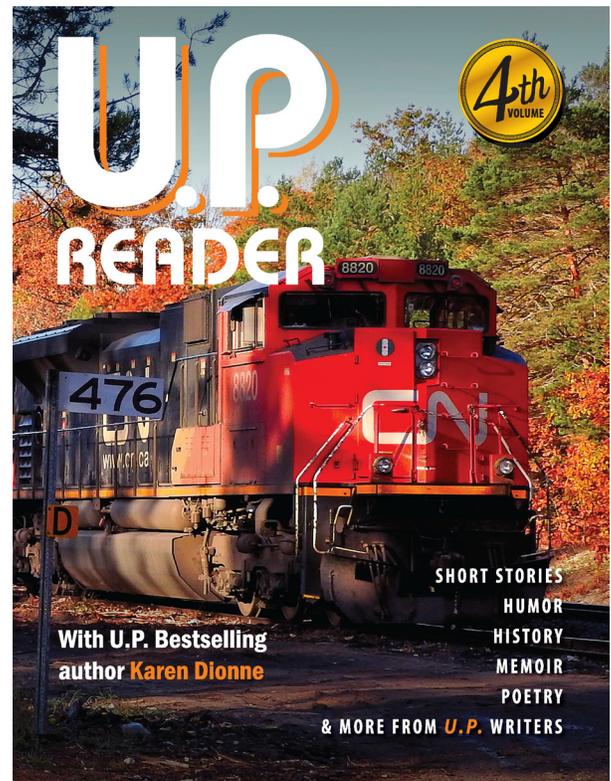
NOTE: Theresa's presentation will not be made available on YouTube at this time. You must attend the zoom session to view it.

U.P. READER 2021

SUBMISSION GUIDELINES

- Must be a current member of the UPPAA to submit.
- Submissions must be original with no prior appearance in web or print. Submissions will be accepted for up to 5,000 words. Writers who submit work which has previously appeared in blog posts, web pages, eBooks, or in print will be disqualified.
- Submissions can be any 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.
- All submissions will be reviewed through a jury and the submissions will be chosen through this process.
- We prefer Microsoft Word Document (.DOC) files only or plain text files (.TXT). Do not submit PDF files. If you have some other type of text file, please inquire.
- Authors may include photos with the understanding that they will be converted to black-and-white. We reserve the right to limit the number of photos per story that will be used. Photos should be at least 300 DPI and no smaller than 2 inches on a side (i.e. 600px minimum). If the Author is not the photographer, we may ask for a simple one-page “Photo Release” form to be sent in.
- No more than 3 items will be accepted from one person. This includes photos, stories, and poems. If more than 3 are received, the jury may choose to disregard all of them. We are looking for quality, not quantity.

The U.P. Reader will require FIRST time rights in print and digital. After one year, ALL rights will return to the author. UPPAA retains the right to use it in perpetuity. For example, we anticipate a “Best of U.P. Reader” to be issued for the 10th anniversary.



Submission deadline: Nov. 15th, 2020

- Nov. 16, 2020, Jury/peer-review process begins
- Jan 15th, 2021, announcement of selected submissions
- April 1, 2021, official publication date

Send submissions to submissions@upreader.org. Be sure to put “U.P. Reader Submission” in the subject line.

The 2020 UP Reader is more than twice as large as the first issue in 2017. Although this year’s issue suffered from some typesetting problems and had to be redone, this problem will be avoided in the future with an additional approval step. New, corrected copies were sent out June 4, 2020, to all contributors and those who ordered copies for sale. Thank you for your patience in this process.

Join us online for the Fall Fiction Writing Workshop in October

You will review key concepts, engage in writing exercises, and receive peer feedback along with a professional critique of your writing. This new workshop will be comprised of two, four-hour days of online learning actively engaging you with other writers for an enjoyable experience that will strengthen your fiction.

Enrollment is limited to 12 current UPPAA members who will be accepted on a first-come, first-served basis. Make sure your membership is renewed for 2020 and then register for the workshop for an additional fee of \$45.

Register now at www.uppaa.org/fall-fiction-writing-workshop

Venue

The workshop will be an online Zoom videoconference. You need to be comfortable with typing and using a computer to access the Internet. You will also need a high speed Internet connection and a computer with a video camera and a mic. We will send an email with a link for you to join the Zoom conference online.

SCHEDULE

Attend both days of the workshop as the skills build from the first day through the second.



**Friday October 9
and Saturday
October 10, 2020
10:00am to 3:00pm**



*Each day includes
a one-hour lunch break.*

IMPORTANT: Receiving Professional Review and Peer Feedback

Submit two separate documents of your writing by 11:00 pm on September 19, 2020, to receive peer feedback and a professional edit with comments.

1. Submit one document of up to three-pages for editing and comments by the instructors. Name this document "For Professional Review (your name)." For example: For Professional Review Jose Garza.
2. Submit a second document of up to three pages for use during the workshop. These pages should be different than those in the first document. Label this document "For Peer Feedback (your name)."

Submission Requirements: double-spaced, 12-point font, Times New Roman, one-inch margins.

Selecting Pages to Submit: Each document you submit may be a complete story or an excerpt from a longer piece of fiction. The pages in the first document (For Professional Review) and in the second document (For Peer Feedback) should be different. They can be, but do not need to be from the same piece of writing. The pages within each document should be contiguous.

Facilitators:

Bethany and Doug Leonard of Red Ore Writers, Crystal Falls, MI, are authors and educators.

Between them they are published in poetry, fiction, and non-fiction, and have many years of experience teaching, including college writing, corporate workshops, and editorial coaching. They have presented at state, national, and international conferences.



BETHANY LEONARD

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FALL WORKSHOP continued

Fiction Workshop Modules

Modules with an * include writing exercises.

SHOWING VS. TELLING *

Practice identifying sentences that show and the words and phrases that make them showing sentences. Review the appropriate uses of telling and practice writing with showing and telling sentences.

BUILDING CHARACTERS *

Practice building a character and then write your developed character into a fictional scene.

LESS IS MORE *

Identify opportunities to tighten and sharpen text. Practice techniques to reduce wordiness.

DIALOGUE *

Explore uses of dialogue. Practice using dialogue with action and dialogue tags to develop effects, such as cadence and character development.

GIVING AND RECEIVING FEEDBACK

Learn a process for purposeful reading to strengthen your writing and your ability to give supportive, useful feedback to others.

FEEDBACK SESSION

Receive feedback from a small group of fellow writers on your “For Peer Feedback” submitted pages. Feedback will be provided using the techniques presented in the workshop.

PROFESSIONAL REVIEW

After attending the workshop, receive edits and comments from Bethany and Doug on the “For Professional Review” document you submit by September 19.

For questions please write to president@uppa.org

Marketing Tips

During Covid-19 Closures and Cancellations and the New Normal:

Gretchen Preston, VP in charge of the Speaker’s Bureau, among other duties, reported at the June 6 membership meeting that she hopes the program can continue in a post-Covid-19 world. This first year’s theme was “Craft of Writing” and some sessions had to be cancelled. Last fall and winter, talks took place at the NMU Olson Library. It is hoped that sessions that were cancelled will be rescheduled and more will take place. MTU has expressed some interest and may want to participate this coming year. Be sure to contact Gretchen to be considered for these events.

Gretchen also advises members to contact libraries, schools, and other forums for virtual speaking and members can utilize YouTube and Facebook platforms as well. Speaking engagements can be a good way to get one’s name out there, keep current with readers, and sell books.

YOUR NEXT BOOK: start to finish

- Designed, typed, proofread, printed
- QR codes, USBN numbers
- Hard or Soft Cover, PDF, E-reader, Amazon ready
- Low or high volume

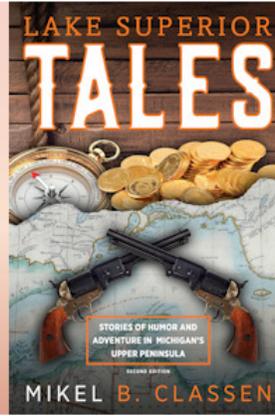
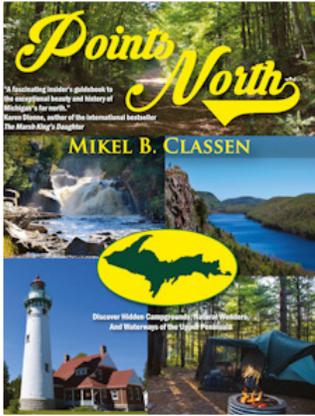
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Donna Winters has released a new booklet entitled *The Romance Writer's Guide: Tips and Resources to Help You Capture Your Readers' Heart*. The prices are \$0.99 for Kindle, \$4 for paperback. <https://www.amazon.com/dp/B0882S4H8P>

Romances are perhaps the most popular fictional genre today. The market is open to new writers and the supply of voracious readers is incalculable. But some specifics apply to romances that writers need to know.



A non-fiction piece about **Becky Ross Michael's** career change to teaching was recently published in the e-book anthology, *How I Switched Careers*. She's also having fun writing a series of elementary leveled readers for an online provider of children's educational materials. Through the "Upwork" platform, she's had

continued on next page

MEMBER NEWS:

Mikel Classen has won the Charles Follo award from the Historical Society of Michigan for lifetime achievement as a historian. This award was established in 1979 to honor the memory of Charles Follo, a teacher from Escanaba and a strong contributor to the work of historical societies in the Upper Peninsula. Mikel was notified in late May of his selection. Normally, it would have been presented at the June Upper Michigan History Conference, but due to Covid-19 precautions, the conference was cancelled. Mikel will receive his plaque by mail. Congratulations, Mikel!

Classen has dedicated most of his professional life as a writer to the promotion of U.P. history. His nomination for the Charles Follo Award comes as a token of appreciation by the Historical Society of Michigan for this dedication.

Raymond Luczak is pleased to announce that Gallaudet University Press will bring out his eighth poetry collection, *Once Upon a Twin*, in February 2021. The book's current description reads: "When Raymond Luczak was growing up deaf in a hearing family of nine children in Michigan's Upper Peninsula, his mother shared conflicting stories about having had a miscarriage after, or possibly around, the time he was conceived. As an elegy to his lost twin, this book of poems asks: If he had a twin, just how different would his life have been? In *Once Upon a Twin*, Luczak also reflects on his childhood best friend and his years being the only deaf student in the Ironwood Catholic school system, and how all these experiences shaped his identity as a deaf gay person." As the editor of a brand-new literary journal called *Mollyhouse*, he will release its first issue as a free ebook on all major platforms in June 2020. He is currently working on a new short story collection.

MEMBER NEWS *continued*

some success finding editing projects, for both children's and adult markets.

Debbie Frontiera

had a successful Zoom presentation in late May for the Crystal Falls library. She's also hard at work on a new book project, *Superior Tapestry: Weaving the Threads of Upper Michigan History*, which will be released in the spring of 2021, hopefully, and will be creative nonfiction for high school and adult readers.

Presale for member **T. Marie Bertineau's** debut memoir, *The Mason House* (<https://lanternfishpress.com/>), begins June 29, 2020. Set primarily in Michigan's Keweenaw, *The Mason House* is at once an elegy for lost loved ones and a tale of growing up amid hardship and hope, exploring how time and the support of a community can at last begin to heal even the deepest wounds.

Special Event for UPPAA Members

Karen Dionne to read The Wicked Sister

- Author of U.P. thriller *The Marsh King's Daughter* which has sold MILLIONS in dozens of countries
- Live on Zoom, Saturday July 25th at 2:00pm exclusively for UPPAA members. To join the meeting, go to <https://tinyurl.com/call-uppaa> and remember to use "SISU" for the meeting password (all CAPS).
- Buy your copy at Snowbound Books or Falling Rock and get a signed bookplate (sticker) from Karen Dionne that you can attach to the inside of the book.

Previously it was thought she would do in-store appearances but due to Covid-19, a virtual appearance and a signed bookplate is the best that can be done this year.



KAREN DIONNE

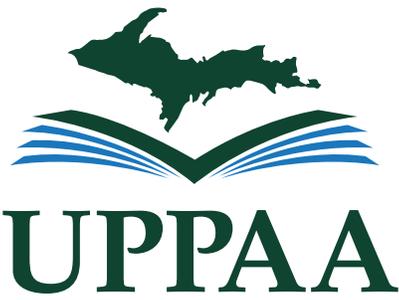
MEMBERS ATTEND VIRTUAL ANNUAL BUSINESS MEETING

Following the results of the online survey, UPPAA members attended a virtual member business meeting on June 6, 2020. Each board member presented a report for their respective areas. Members also voted unanimously to approve a change in date for renewing membership fees each year. Starting in 2021, members will renew in January of each year. Members not renewing by January 31 will be charged a late fee beginning March 1 (with the month of February being considered a

grace period). Members also voted to approve a \$10.00 late fee by a margin of 88%, because they recognized that when members do not renew on time, the budget for the organization is affected.

Board position elections will be voted on at the 2021 conference and all non-appointed positions will be up for election. Members are also encouraged to participate in monthly board meetings.

If you missed the business meeting, you can view the minutes and recorded session on the UPPAA website.



**Upper Peninsula Publishers
and Authors Association**

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GWINN, MI 49841

www.uppaa.org

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the UPPAA website as well as to your
newsletter editor, Debbie Frontiera, at
dfrontiera@msn.com and always type
“newsletter” in the subject line.*

