

July Meeting / Paula Hendricks

## Design and Production

July's program on design and production will feature Paula Hendricks of Cinnabar Bridge Communications and several of her colleagues who are also BAIPA members: Forge Toro, a graphic designer; Charles Cunningham, of Pre Press Assembly; and Desta Garrett, an expert in interior design. Their presentation promises to be a lively and informative discussion about what goes into transforming manuscripts into real books. There will be time for questions.

Presidents' Column

## New Meeting Agenda, Picnic News

In response to comments after the last BAIPA meeting, the board established a policy for making announcements to the group. During the question and answer period (now 9:00 to 10:15), members should write down their names and the announcement topic, and hand the information forward to the moderators of the session. About fifteen minutes before the session ends, the moderators will give the floor to attendees who will then be able to make the announcements to the group.

At the picnic in August, Pete Masterson will be honored for his tireless work on behalf of BAIPA. Please plan to come and say farewell to Pete, who will be headed for Colorado this fall in his new recreational vehicle.

**New date!**

**March 17, 2007**

**BAIPA's Annual  
Independent  
Publishing Institute**

**We've rented the space.  
We're working on the program.  
We'll announce it in a few months.**

Marketing News

## Trade Shows and Book Fairs

BAIPA has a busy book marketing season planned this fall. We are planning to take cooperative booths at one retail book fair and two trade shows.

Before we describe the upcoming shows, we want to offer a hearty thank you to two BAIPA members who made BAIPA's participation at a recent book show possible through their volunteer efforts. Joe Reisinger gathered checks and kept track of participants. Phyllis Mattson managed the on-site portion of the show. She took books and materials to the show for other BAIPA members who were unable to attend in person. In fact, she worked the booth for two days with only minimal assistance from others. BAIPA sends thanks to both Phyllis and Joe for their volunteer efforts.

Our next event will be a booth at the Sonoma Book Festival on Sept. 16 in Santa Rosa. Mary Ellen Kissell will be our show manager for this event. Information about how to participate is on page 6.

Many people have already registered for the Northern California Independent Booksellers Association Trade Show in October. Our show manager is Lee Foster. A registration form for this show is on page 7.

Last, BAIPA board members Lin Lacombe and Vicki Weiland will manage the California Library Association Show in Sacramento this November. The dates are November 11 to 13.

Lin advises anyone planning to attend the show to book a hotel room now, as hotel space in Sacramento tends to fill up early. Information on how to register for the BAIPA booth at the show will be printed in an upcoming edition of SPEX.

Information about the show itself and the California Library Association is on their Web site, [www.cla-net.org](http://www.cla-net.org) (click on events, then on conference and exhibition). If you have questions, please contact Lin or Vicki at the phone numbers or e-mail addresses listed on page 2.

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## July Meeting

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July 8

Paula  
Hendricks

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## August Meeting

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August 12  
Picnic and  
Tribute to  
Pete Masterson

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## BAIPA Board

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Mailing: BAIPA / P. O. Box E  
Address: Corte Madera, CA 94976

Annual membership is \$40 for new members and \$35 for continuing members. A trial six-month membership at \$25 is also available. A special three-year renewal is available for \$99.

SPEX is a monthly publication of the Bay Area Independent Publishers Association. Contact the editor, Margaret Speaker Yuan, regarding all editorial matters. Proofreading is by Lisa Smith, owner of *www.writingatwork.com*. Errors are the editor's responsibility.

## Thank You to Our Sponsors

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Getting published takes time and money. If you need money for your next book project, think about refinancing your first mortgage or taking out an equity line. You might even be able to lower your rate and payments. If you have enough equity, you could even secure financing without a job. Talk to us about the possibilities.

### Aeonix Publishing Group

Pete Masterson  
P.O. Box 20985, El Sobrante, CA  
94820-0985  
*www.aeonix.com*  
*pete@aeonix.com* 510-222-6743  
Pete Masterson is author of *Book Design and Production: A Guide for Authors and Publishers*. Visit the Aeonix Web site to order the book, to get other helpful publishing information, and for a list of printers who specialize in books.

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### Cinnabar Bridge

Paula Hendricks  
665 Third Street, 5th Floor, San Francisco, CA 94107  
415-975-0950  
*www.cinnabarbridge.com*  
Cinnabar Bridge provides book project management, design, production, publishing, and author services. We are writers, graphic designers, photographers, and consultants. Paula is a published author and photographer, and has more than 20 years of project management experience. We make it happen!

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Malloy offers full-service book manufacturing, including electronic pre-

(Continued on page 3)

## BAIPA Events

Unless otherwise shown, BAIPA events are held at the First Congregational Church, 8 North San Pedro Road, San Rafael, CA 94903.

### Save the dates

#### August 12

##### *BAIPA Picnic*

The picnic is a chance to network with colleagues, ask questions informally, and have a great picnic lunch in the courtyard of the First Congregational Church. Plan to bring a dessert or an appetizer. Affiliate members welcome!

#### September 9

Kevin Smokler, one the nation's leading thinkers on the future of contemporary literature, publishing, and the arts at large, will speak.

#### October 14

Lisa Smith, owner of Writing and Editing at Work, will speak.

#### November 11

Marilyn Geary, a personal historian, will speak.

#### December 9

Holiday Party and Book Sale

Please contact Kathryn Otoshi, our program chair, with any suggestions concerning speakers or subjects for our monthly meetings. E-mail her at [kotoshi@earthlink.net](mailto:kotoshi@earthlink.net).

### ADS / SPEX Ad Rates

Advertising space is available in SPEX. Rates run from one-twelfth page for \$8 to a full-page ad for \$80. Discounts are available if ads are prepaid for six months. BAIPA members are entitled to a member discount as well. Please contact Margaret Speaker Yuan at [books4women@yahoo.com](mailto:books4women@yahoo.com).

### BAIPA Meeting Agenda

9:00 AM Round Table Q & A  
 10:15 AM Introductions  
 10:45 AM Networking  
 11:15 AM Featured presentation  
 12:15 PM Networking  
 12:30 PM BAIPA board meeting  
 All interested members are invited to join us at the board meeting!

## Thank You to Our Sponsors

*(Continued from page 2)*

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Barbara Meislin

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Barbara Meislin, author of *No One Can Ever Steal Your Rainbow*, with illustrations by Helen Webber, is selling copies of her book with all proceeds to benefit Neve Shalom/Wahat al-Salam (The Oasis of Peace) and other charitable organizations that enhance the lives of children. Neve Shalom/Wahat al-Salam is a community in Israel where Jewish and Palestinian citizens have lived and worked together as equals for more than 20 years.

### Thomson-Shore, Inc.

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[www.unitedgraphicsinc.com](http://www.unitedgraphicsinc.com)

[marty.gilliland@comcast.net](mailto:marty.gilliland@comcast.net)

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### Vicki Weiland, Writer-Editor

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[vcweiland-writer@yahoo.com](mailto:vcweiland-writer@yahoo.com)

Vicki Weiland is a BAIPA board member, nonfiction book editor, and video scriptwriter specializing in fine arts, history, and business. With over 15 years of experience, she provides a full array of editing and writing services.

### Membership Rates

BAIPA membership is available to anyone interested in the field of publishing. Membership is \$40 for the first year and \$35 per year thereafter. A special three-year renewal is available for \$99. Our other membership categories are sustaining, \$50; benefactor, \$100; lifetime, \$1000.

BAIPA members who have taken special membership categories:

#### **BENEFACTOR**

Barbara Meislin

#### **SUSTAINING MEMBERS**

William Buchanan

Karina Oberman

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## Member Publication

Title: *Camino Chronicle: Walking to Santiago*

Author: Susan Alcorn

ISBN: 0-936034-03-3

Price: \$14.95 Trim size: 5.5 x 8.5

Publication date: June 2006

Distribution information: Baker & Taylor, Partners/West, Shepherd Canyon Books

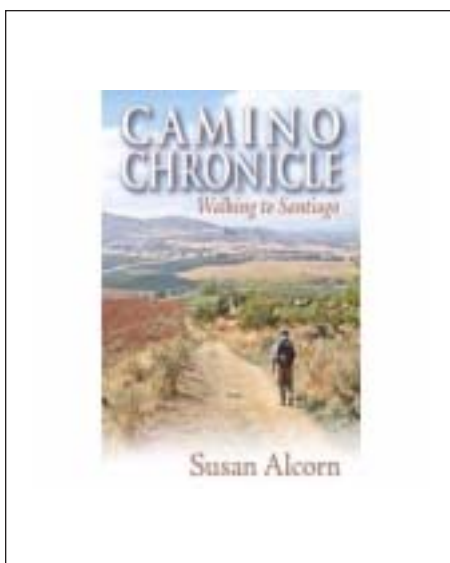
Contact publisher/author:

Shepherd Canyon Books, Susan Alcorn, 25 Southwood Ct. Oakland, CA 94611 Phone: 510-339-3441 or toll free 866-219-8260

Web site: [www.backpack45.com](http://www.backpack45.com)

E-mail: [backpack45@yahoo.com](mailto:backpack45@yahoo.com)

*Camino Chronicle: Walking to Santiago* weaves together the background information, the rich history, and the cultural setting of Spain with the modern experience of hiking the Camino. In September 2001, the author and her husband, Ralph, set out to walk across Northern Spain on an



ancient trail called the Camino de Santiago. *Camino Chronicle: Walking to Santiago* transports readers along the Camino with the Alcorns on this historic route. Five hundred miles stretch before them as they set out from Roncesvalles, a small village in

the Pyrenees. They travel through the rolling hills of Navarre and Rioja, which are covered with sweet grapes. They hike across the flat, stark, and hot meseta, described as “nine months of winter, and three months of Hell.” The pilgrims reach their final destination, the holy city of Compostela de Santiago, where the remains of the disciple St. James are buried. In so doing, they have followed in the footsteps of such historic figures as Charlemagne, St. Francis of Assisi, Dante, Chaucer, and King Fernando and Queen Isabel, as well as millions of lesser-known pilgrims.

Pleasure reading for the armchair hiker, a practical guide for the adventure traveler—you'll enjoy this true adventure in Spain enriched with the flavors of contemporary culture and spiced with legends from ancient times.

## Get Ink!

If you would like to see information about your book, about classes that you're going to teach, or about your publishing business in a future edition of SPEX, please send an e-mail to the editor, Margaret Speaker Yuan at [editors@storysmiths.com](mailto:editors@storysmiths.com). We are in dire need of member news for upcoming newsletters.

## Affiliate Information

BAIPA has affiliate agreements with the Northern California Chapter of the National Speakers Association and with the Women's National Book Association Bay Area Chapter. Our members receive the same rate that NSA and WNBA members receive at their events.

### National Speakers Association

For information about upcoming programs, please visit [www.nsan.org](http://www.nsan.org).

### Women's National Book Association

For information about upcoming programs, please visit [www.wnba-sfchapter.org](http://www.wnba-sfchapter.org)

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## Sonoma County Book Festival

**Old Courthouse Square, Santa Rosa / September 16, 2006 / 10 AM to 5 PM**

This festival is a free public event created to bring readers, writers, booksellers, and publishers together. BAIPA will have a cooperative booth at the fair. Our show manager is Mary Ellen Kissell.

The book fair is a retail show, meaning that sales will be made directly to the public. Publishers will need to be present to sell their own books. Or, if you can't be at the show, you can arrange a partnership with another publisher who will sell your books for you. You will need to bring a resale license to the show in order to make sales and collect sales tax.

The fair is a fun farewell to summer, with people basking in the sun and listening to readings. It can be hot in Santa Rosa in September, so be prepared with sunscreen, hats, and cold drinks. If you have a folding chair, it's a good idea to bring it with you. Contact Mary Ellen by e-mail at [m.e.kissell@sbcglobal.net](mailto:m.e.kissell@sbcglobal.net) if you have questions.

The fee of \$20 to participate at BAIPA's booth entitles you to show one title, and to have your flyers (8.5 by 11 inches) on the table. You're also free to bring bookmarks, business cards, and other giveaways that are small enough to fit on the table top. Please, no signs (there's no place to hang them) and no free-standing displays (they would block the traffic flow around our booth).

For more information on the show and a map to the location, please visit [www.socobookfest.org](http://www.socobookfest.org).

### Sonoma County Book Fair 2006 Entry Form

*Please photocopy the form if you have more than one title*

Title \_\_\_\_\_

Publisher name \_\_\_\_\_

Author \_\_\_\_\_

ISBN \_\_\_\_\_

Publisher address \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail address \_\_\_\_\_

(Circle as needed)

I can help with:

Set up                      Tear down

Mail with your check (made out to BAIPA) for \$20 per title to:

BAIPA  
c/o Mery Ellen Kissel  
459 El Faisan Dr.  
San Rafael, CA 94903

**The deadline is Sept. 1  
to get your materials  
and your check to Mary Ellen.**

## Online Groups

BAIPA has two groups to help our members communicate. The first is an online discussion group, located at:

<http://groups.yahoo.com/group/BayAreaIndependentPubList/>

This group allows open, unmoderated postings. It's a place to ask questions, discuss items of interest, and make announcements from BAIPA members to other members.

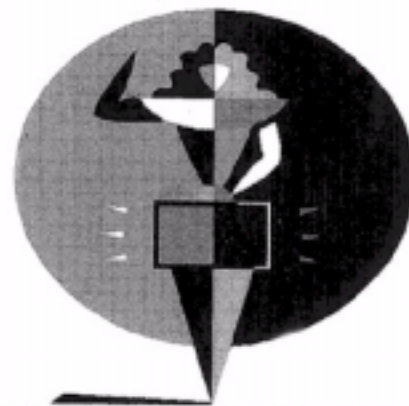
The second is used by the BAIPA board to announce when the newsletter is posted on the Web site. It's located at:

<http://finance.groups.yahoo.com/group/BayAreaIndepPubAssoc/>

Please consider joining these groups. The first one will allow peer-to-peer discussions and interactions. We hope that it will grow to become a lively, informative group where we'll be able to network and share good news. The second is a way for the BAIPA board to send out information. It's currently being used mainly for SPEX, but it could be used by the board for special announcements as well.

Please e-mail Margaret Speaker Yuan at [books4women@yahoo.com](mailto:books4women@yahoo.com) if you have questions.

## COPYWRITER EDITOR



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## Northern California Independent Booksellers Association Trade Show

Oakland Convention Center, 10th & Broadway, Oakland, October 6 to 8

Lee Foster will be the show manager at this event. The fee of \$35 to participate at BAIPA's booth entitles you to show one title, and to have your flyers (8.5 by 11 inches) on the table. You're also free to bring bookmarks, business cards, and other giveaway items that are small enough to fit on the table top. Table space is limited. Only the first twenty-five titles to register will be accepted.

### Here's how to register for the show:

*By September 1* (early registration is encouraged to ensure your title will be one of the twenty-five on display):

- o Send your check (\$35 per title made out to BAIPA) to Lee Foster, P. O. Box 5715, Berkeley, CA 94705-0715 with the completed form. If you have questions, contact Lee at [lee@fostertravel.com](mailto:lee@fostertravel.com).
- o E-mail the information on the form (title, publisher name, author, ISBN, price, trim size, # pages, publication date, distribution information, publisher address, phone number, e-mail address, Web site) to Margaret Speaker Yuan at [books4women@yahoo.com](mailto:books4women@yahoo.com) with a 25-word description of the book to be included in the BAIPA show catalogue.

*Between September 15 and October 1:*

- o Send two display copies of your title to Lee Foster with a pre-paid, self-addressed carton so that your materials may be returned to you after the show. Enclose any promotional items or flyers (note: all items must be 8.5 X 11 inches or smaller) that you would like to have at the booth.

This show draws booksellers from Monterey north to the Oregon border, with a number of people coming in from southern Oregon and the Los Angeles area. It's a place to make contacts, secure distribution, connect with public relations people, and generally participate in the selling side of publishing.

We need volunteers to staff our booth plus the Publishers Marketing Associations' booth next door to ours. Volunteer shifts are noted on the registration form. Volunteers receive free access to the exhibit floor for the entire weekend of the show (a \$65 value). We need fifteen volunteers (three per shift for set-up on Friday, Saturday morning, Saturday afternoon, Sunday morning, Sunday afternoon, and tear down immediately after the show closes on Sunday).

Book signings serve to promote your book and bring traffic to the booth. If you'd like to hold a book signing, you'll need to be prepared to give away 100 copies of your book to passing booksellers. If you have questions or would like to sign up for a book signing, please contact Margaret Speaker Yuan at [books4women@yahoo.com](mailto:books4women@yahoo.com).

## NCIBA Trade Show 2006 Entry Form

*Please photocopy the form if you have more than one title*

Title \_\_\_\_\_ Publisher name \_\_\_\_\_

Author \_\_\_\_\_ ISBN \_\_\_\_\_ Price \_\_\_\_\_

Trim size \_\_\_\_\_ # pages \_\_\_\_\_ Publication date \_\_\_\_\_

Distribution information \_\_\_\_\_

Publisher address \_\_\_\_\_

Phone number \_\_\_\_\_ E-mail address \_\_\_\_\_ Web site \_\_\_\_\_

(Circle as needed)

Yes No I can volunteer for the show

My preferred shift is:

Set up Friday, Oct 6 Time: To Be Determined (after 12 noon)

Booth Staff Saturday, Oct. 7 Time: 10 AM to 1 PM 1 PM to 4 PM

Booth Staff Sunday, Oct. 8 Time: 10 AM to 1 PM 1 PM to 4 PM

Tear Down Sunday Oct. 8 Time: 4 PM

Mail with your check (made out to BAIPA) for \$35 per title to Lee Foster, P. O. Box 5715, Berkeley, CA 94705-0715

First Class Mail

**Next Meeting: July 8**  
**Paula Hendricks: Design and Production**  
 Meeting Agenda

9:00 AM	Round Table Q & A
10:15 AM	Introductions
10:45 AM	Networking
11:15 AM	Presentation
12:15 PM	Networking
12:30 PM	The BAIPA Board Meeting

P.O. Box 5, Corte Madera, CA 94976



### How to Get to Our Meetings

Our meetings are generally held on the second Saturday of the month, except for special occasions.

BAIPA Saturday meetings take place at the First Congregational Church, 8 North San Pedro Road, San Rafael, CA 94903.

Directions: Go to San Rafael on Highway 101.

From 101 southbound: Take the North San Pedro Road exit. At the stop

sign, turn left on Merrydale Road. Turn right at the stop light on North San Pedro Road. Turn left on Pilgrim Way, which leads directly into the church parking lot.

From 101 northbound: Take the North San Pedro Road exit. Follow the signs that say West. The exit curves back under the freeway and on North San Pedro Road. Go through the stop light. Turn left onto Pilgrim Way, which leads directly into the church parking lot.



### Our Purpose

The Bay Area Independent Publishers Association is a nonprofit business organization devoted to elevating the art of publishing. We act as a liaison, clearinghouse, guide, and cheering section for those who wish to pursue independent publishing.

BAIPA is a nonprofit 501(c) (6) organization run by and for members, who share all information and undertake all activities under a shared, binding, general hold-harmless membership covenant. Membership is via yearly dues and meeting fees. Dues, fees, and donations to BAIPA are not tax deductible charitable donations but may be deductible as a business expense. See your tax advisor for clarification.

Meeting fees are \$3 for members, and \$5 for guests and prospective members.