

Join industry leaders and fellow publishers and authors in A Publishing and Writing Odyssey

Northern California Publishers & Authors Conference, 2010

Authors and independent publishers face a challenging journey, an **odyssey** filled with **risks and opportunities**. To reach the goal of successful publishing the author travels a long and arduous route from *idea* to *manuscript* to *book* to *bookstores, libraries, and readers*.

Northern California Publishers & Authors (NCPA) is a regional organization of independent publishers, authors, and others with an interest in independent publishing. NCPA's purpose is **"Supporting and Encouraging Independent Publishing in Our Region."**

The NCPA publishing conference is a value-packed day of presentations for publishers and authors. The 2010 conference will be on **Saturday, April 24, 2010**, at the Red Lion Hotel, 1401 Arden Way, Sacramento, California. *Seating is limited. Advance reservations are strongly advised.*

8:00 - 8:45 AM	Registration and Networking.		
8:45 - 9:15 AM	Opening Session: Introduction of Winners of NCPA's awards for books published in 2009; announcement of conference sponsors; on-site bookstore; speakers' booths; drawings & silent auction.		
9:15 - 10:45 AM	Keynote address by Dominique Raccah , founder of Sourcebooks, Inc. , and one of <i>Book Business's</i> "Top 50 Women in Publishing."		
10:45 - 11:00 AM	Break.		
11:00 AM - Noon	Morning Session: <i>Select either</i>		
	Negotiating the e-world for publishers and writers - panel discussion moderated by author/publisher Karl Palachuk , and featuring authors Stephanie Chandler and Linda Lee .	or	Financial aspects of independent publishing - presentation by Marion Gropen , MBA (Gropen Associates, Inc.), who blogs about "The Profitable Publisher."
12:00 - 1:30 PM	Lunch - full buffet, with musical entertainment, <i>included</i> in conference fee.		
1:30 - 2:30 PM	First Afternoon Session: <i>Select either</i>		
	Book marketing and distribution for publishers and authors - presentation by Clint Greenleaf (CEO of Greenleaf Book Group).	or	A literary agent's view - presentation by Verna Dreisbach (Dreisbach Literary Management).
2:30 - 3:00 PM	Break.		
3:00 - 4:00 PM	Second Afternoon Session: <i>Select either</i>		
	Public relations for independent publishers - presentation by Lin Lacombe , VP, Marketing, Bay Area Independent Publishers Association.	or	Use what you know to build fame - presentation by author, writing career coach & manuscript consultant Teresa LeYung Ryan .
4:00 - 4:30 PM	Conference closing and drawings - door prizes and more.		
4:30 - 6:00 PM	Optional informal networking and no-host beverages in the Red Lion's lounge.		

"Early-bird" conference fee for members of NCPA and "sister" organizations as low as **\$99.00**, a savings of nearly one-third off full price. **Limited time only!** See registration form and www.norcalpa.org for details. Sister organizations include California Writers Club, Sacramento Suburban Writers, and BAIPA. Ask about others.

Agenda details may be subject to change.

Questions? Email Conference@norcalpa.org.

[Revised 12/05/09]