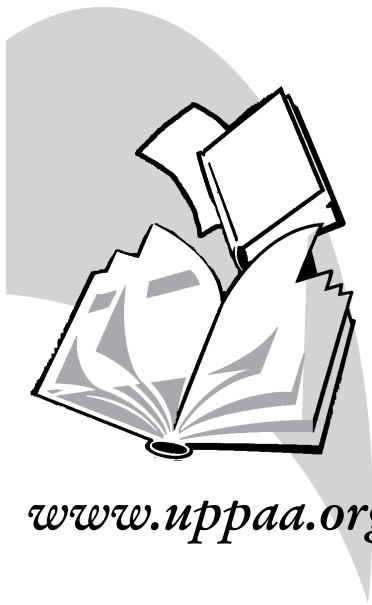


The Written Word

SPRING ISSUE • NO. 2 • VOL. II • MAY 2010

“[A writer] will turn over half a library to make one book.”

SAMUEL JOHNSON



www.uppaa.org

2010 Annual UPPAA Conference

Saturday, May 15, 2010

Peter White Public Library • Marquette, Michigan

10:00-10:30 ...REGISTRATION

10:30-11:00OPENING REMARKS Community Room

11:00-12:00SESSION ONE

Walt Shiel Community Room
E-books: Present, Future, and Opportunities

Tyler Tichelaar Shiras Room
Keeping It Real: Creating Convincing Fiction

12:00-1:00SESSION TWO

James Studinger
Creating Income As an Author

Cheryl Corey Shiras Room
Book Manufacturing

1:00-2:00LUNCH (*assorted sub sandwiches*) Community Room

2:00-3:00SESSION THREE

Frida Waara..... Community Room
Why Authors Need to Be Public Speakers

Deborah Frontiera Shiras Room
Making Your Writing Sparkle

3:00-4:00PANEL DISCUSSION..... Community Room

Donna Winters, Jan Huttenstine, and Rich Hill
These authors will share their self-publishing journeys and answer audience questions

4:00-4:30BUSINESS MEETING..... Community Room

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SESSION DESCRIPTIONS



Making Your Writing Sparkle

Deb Frontiera

Workshop on how to use

poetic elements in all genres of writing. She describes poetic elements as the “seasonings” of writing. Too much salt and the dish is ruined. Too little and it’s bland. Using selected quotes from several books and



SESSION DESCRIPTIONS

cont. from page 1

articles to illustrate the point, and some writing exercises during the workshop, novice or student writers will be able to see how to make their writing stronger and tighter. This will up the chances that a work might be accepted for publication. She'll also go over some editing techniques that may help those who decide to publish independently.

Creating Income as an Author

James Studinger



Some authors are great marketers, some are great writers, and some do both. No matter where you fall, financial prosperity is essential.

- Thinking like a business owner and an author.
- Leveraging your book to create other streams of income.
- No pension as an author? How you can build your own.
- Enjoying good cash flow? How you can reduce taxes and invest for the future.
- Build your legacy.

Keeping It Real: Creating Convincing Fiction

Tyler Tichelaar



Author of five historical novels about several different families and containing over

three hundred characters, Tyler discusses how to come up with effective stories,

characters, and plots, how to organize your plots, keep track of your characters, and most importantly, not make any mistakes in your fictional "facts." He will discuss different organizational strategies used by himself and others to create effective fiction and convincing characters, and answer questions about what does and doesn't work.

Book Manufacturing 101

Cheryl Corey



The more you know about the manufacturing process and the options available the

more confident you will be in receiving a finished book that meets your audiences and your personal expectations. Cheryl has over 25 years of experience book manufacturing and consulting with publishers on manufacturing choices. This informal session will help you feel comfortable with the vocabulary and options available to you as a publisher. Cheryl will have many samples of the different binding styles, paper, trim sizes and cover coating options available to make your book stand out. She

will also discuss the use of Print of Demand for small quantities.

Why Authors Need To Be Public Speakers

Frida Waara



Authors are natural storytellers, but sometimes you have to do your job away from the keyboard. One of the easiest ways to sell your book is to take advantage of speaking engagements. While some authors rank public speaking as "terrifying," Waara can help take the fear out of presenting your story on stage.

E-books - Present, Future, and Opportunities

Walt Shiel



Shiel, whose Five Rainbows Services company has converted almost 100 books into

a variety of e-book formats, will bring you up-to-date on the current state of e-book publishing, review the formats and reading devices, and offer concrete suggestions for how you can capitalize on the astronomical growth of the e-book market.



DINNER MEETING

6pm on Friday, May 14th

Villa Capri in Marquette • 2100 US 41

All are welcome at your own expense.

Please let Tyler Tichelaar know by May 10th so he can make reservations.

Email: tyler.tich@charter.net • 906-226-1543.

Interview



VALERIE BRADLEY-HOLLIDAY

Valerie Bradley-Holliday has lived in the Marquette area since 1988. She holds a Ph.D. and wrote her dissertation on Family Caregivers. She is the author of “Places to Be Blessed” (2006) and newly published “Northern Roots”

What is “Northern Roots” about?

The genre of the book is historical. The subject is African descended pioneers, who settled in the Upper Peninsula of Michigan in the late 1800s and early 1900s. The focus of my book zeroes in on individuals’ experiences and is organized by their various areas of occupation. Some people had service jobs; others hunted and fished. Other individuals worked in the local Hotel Marquette. Some attended Northern State Normal School (now Northern Michigan University) to become educators.

What made you interested in this topic?

I wrote this book because I like research, and I also knew that a variety of individuals,

including African descended people, were drawn to the Upper Peninsula as early as the 1600s traveling with the French from an article I read by Russell M. Magnaghi’s “Blacks in the Colonial Upper Peninsula.” From there, I was hooked and wanted to know more. My husband, a Marquette native, initially told me about Gaines Rock, named for the William Gaines family. Gaines was a freed slave who came to the U.P.

Why did you feel the book was important to write?

There is no single book that talks about the African descended individuals in the Upper Peninsula that I uncovered in my searches except mine. In addition, although this is a scholarly endeavor, I did this work on my own rather than through a school and without benefit of grant money, I self-published the work. I hired an editor, Matt Maki to review the content and Rosa Musket for the cover’s artwork. I devoted three years of my time to this book because I wanted to add information about the African descended individuals who lived in and contributed to this area known as the U. P.

Do you have a connection to any of the people you researched?

I have often been asked, “Are you related to these people?” I have to ask a question back, “Do I have to be related to have an interest

in the people who lived in this area?” I am related as any human being who desires to connect to the history of people in this area. In addition, these individuals are African descended like myself. I intentionally used the term African-descended people rather than “Blacks” in my writing because this reflects a connection of people whose ancestors were from Africa.

When did the African descended people you write about come here?

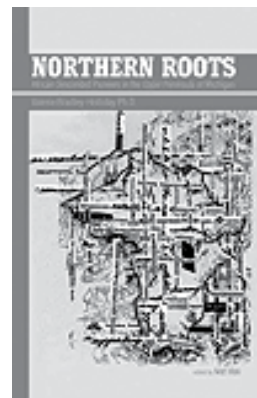
They came at different times. In the book, I covered the late 1800s to early 1900s. An early census lists most of the people as laborers. Economic freedom and opportunity, which we all strive for, are main reasons why they came. In addition, keep

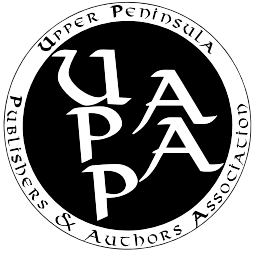
in mind that I also talked about people’s children, who were born and raised in the Upper Peninsula who did not travel at all. So, in this respect, all individuals mentioned were not slaves.

What are some unusual experiences you had while researching and writing the book?

People have started to contact me about other people they knew. I continue to welcome any information that they know about African descended individuals in the

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**UPPER PENINSULA PUBLISHERS
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INTERVIEW

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Upper Peninsula. Letters and oral histories of people living here are a high interest of mine as well.

Do you plan to write more books?

I am currently working on a book called "Elmwood" about African descended families and individuals who moved to an area in the Ottawa National Forest, formerly known as Paint River. I welcome any information people may have on the individuals and families who lived in Elmwood Community. You can email me information at vbradhol@msn.com.



Member News

***Lumberjack* editors to take part in Manistique Sesquicentennial celebration**

Lynn Emerick of North Country Publishing, a UPPAA member, and her sister Ann Weller, co-editors of *Lumberjack – Inside an Era in the Upper Peninsula of Michigan* will be part of the sesquicentennial celebration for the town of Manistique. The book, which is their grandfather's story of town and lumbering life in the Manistique area at the turn of the last century, is a Midwest Independent Book Publishers Association winner. They will be meeting visitors and signing books on June 26th from 10-2 at the Schoolcraft County Historical Society, Watertown location.



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