

THE BULLETIN

California Writers Club

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Spring / 2018

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Fear of English Grammar Holding You Back?

POINT OF VIEW — Eve Visconti (SF Peninsula)

How would you like it if people nitpicked the way you talked? I don't think you'd like it very much. You aren't expecting people to correct your grammar, your choice of words, or your sentence structure, are you? Probably not.

As a writing tutor and coach, and a writer myself, I have discovered why most people hate to write. It all starts in English class at a very early age. Teachers want to make better writers and in so doing, they stifle the very messages that people are struggling to express. Teachers don't get that it is the message that is paramount. Grammar can wait!

Writing is simply another way of talking and is deeply personal. When someone critiques our writing, they are supposed to help us clarify our message. When what we have written is examined under a grammarian's microscope, one reaction is, "Well just forget it. You're not interested in what I have to say!"

If we are writing for publication, we have copy editors to do just that -- correct our grammar, spelling, punctuation, and re-work our material based on word choice if we're talking about literary style.

Constructive criticism entails examining how to get the message across better in order to bring out the best in the author's personal expression.



continued on page 13

President's Corner

by **Joyce Krieg**

Meeting the Author of the Best Writing Book Ever



Anne Lamott's *Bird by Bird* came out in 1994, right about the time I'd decided to get serious about writing a novel. I'd always wanted to write stories ever since I first stuck my nose in the "Little House" books in fourth grade. What I lacked in talent I made up for in sheer cockiness. After all, I'd spent twenty-plus years earning a decent living by the written word: newspapers, radio, public relations. How hard could a novel be? Crank it out in nine months or so, a little polishing, land an agent, put together one of those six-figure deals, national tour, Oprah ...

Trouble was, I never could get myself past the first chapter.

Then I stumbled across Anne Lamott's classic book on writing and the writing life. *Bird by Bird* proved to be a lifeline of wisdom and encouragement just when I needed it the most.

To this day, I have vivid memories as to how the five-by-eight hardback ended up in my hands. It was an autumn day in 1994 at a book festival at the old Concourse Exhibition Center in San Francisco. For some reason, the odd title and random pictures of birds on the cover called out to me from one of the vendor booths. Maybe it was the subtitle: "Some Instructions on Writing and Life."

Inside those 239 pages, I discovered one revelation after another when it came to both the process of writing fiction and living the writer's life. The most quoted piece of writing advice from *Bird by Bird* is the concept of a crappy first draft. Okay, "crappy" isn't the exact word she uses, but you get the idea. Every chapter had me drinking in her words like a life-saving elixir.

Except the very last, where Ms. Lamott discussed the pitfalls of publication. She did her best to convince me that publication was an empty prize, that writing solely for the goal of fame and fortune would doom me to bitter disappointment, the whole "gaining the world and losing your soul" bit.

Easy for *her* to say, I thought at the time. She's made it. As for me—I'll be the exception. I would get published, dammit, and the prize would turn out to be every bit as delicious and nourishing as I'd hoped it would be. Unicorns pooping rainbows, all that.

That was nearly a quarter century ago. In that time, I did get published, even though it took nine years and not nine months. And in a moment that felt like coming full circle, I had the chance this January to attend Anne Lamott's talk at Sunset Center in Carmel. She turned out to be just as wise and wryly humorous onstage as she comes across on the page, just like I hoped she would.

Afterwards, I stood in line, giddy as a fangirl, to have her autograph that beloved copy of *Bird by Bird*, the pages now browned and the dust-jacket chipped, that I'd found at the book fair so long ago.

I just wish there'd been time to chat, so I could tell her, "You were right about everything. Even about publication."

Sure, getting published is a wonderful thing. The day the FedEx package from St. Martin's Press arrived on my doorstep containing a copy of *Murder Off Mike* with my name on the cover is quite possibly the most exciting thing that's ever happened to me.

And yet ... the high lasts only for so long. And then it's time to get back to work, to the writing. To sustain yourself with that mysterious and life-affirming process—audacious, juicy and just plain crazy—of creating worlds out of nothing but pen, paper, and imagination.

Just like I'm doing right now.



President Joyce Krieg, copy of *Bird by Bird* in hand, eagerly awaits Anne Lamott's Carmel appearance Jan. 21.



Guest Editorial –

In Our Cosmic Eyes

Recently, I attended a party at Chabot Space & Science Center. Toward the end of the evening, we were invited out to the domed observatory building taken up almost entirely by an enormous telescope. A steep, narrow ladder staircase led to a short catwalk where, one by one, we climbed up to look through the lens and out to a vista of stars in a far-flung galaxy.

The resident astronomist imparted, "This is what the galaxy looked like when Neanderthals looked up at the skies. It took all that time for the light to reach our eyes."

So, we were time traveling, were we? Earlier in the year I spit into a test tube for a 23 & Me DNA test. Among other things, my spit revealed I am slightly less than 4% Neanderthal. It turns out every Homo Sapien, including my family, including you, has a small percentage of ancient Neanderthal DNA as part of our make-up.

I looked through the lens for my requisite minute, conscious of the line behind me. The stars themselves appeared ordinary to my eye. I imagined the Neanderthals looking up, waiting for that light to arrive. And now that tiny part of me that was connected with them was finally getting to see it, all those millennium later. The stars were far away, but I've never felt so close to my Neanderthal self.

We are all connected in more ways than we know. Our memories and sensory data are stored in us in ways we can't understand. We don't know what we will unearth when we begin to put our ideas on paper, what we will draw into our work. Some people talk of a collective consciousness, a river of memory and information we all share. When we write, those various things coalesce into a new thing, a combination of DNA heretofore unimagined, but always tracing the light of who we were and where we have been.

We don't always know from where our inspiration arises. We don't always know what it will become or how we might collaborate to make something new. That is the beauty of writing and creating, isn't it? Stories and poems coalescing around images, wisps of memory, themes, ideas, even DNA.

Let's keep reaching up for the stars, celebrate another year of writing and writing community, and welcome the one to come.

Lisa Meltzer Penn, President



Lisa Meltzer Penn
SF/Peninsula





Branch News

For this year, the focus will be on the craft of writing and how it can become the scaffold to stronger storylines, insight, and personal goals as you strive to reach quality contest wins, publishing prowess, and kindle the passion that drives you forward. Thanx. ~~ The Editor

Tri-Valley

Workshops

Tri-Valley Writers was pleased to present two workshops. In October, Jordan Rosenfeld's presentation "Get Intimate With Your Characters: Master Point of View for Dazzling Character Development" helped writers learn to unlock the essentials of each point of view (POV). Rosenfeld also addressed using perceptual, sensory, and other key cues to reveal character, and determine which POV is right for each project. Her presentation included recognizing when authors are POV jumping (and how to correct this), and the secrets of simple character development.



Jordan Rosenfeld, workshop presenter

Our January "Winterfest" meeting was focused on our members. This year our Winterfest celebration was a "Workshop à la Carte," in which five members led table-top discussions on a variety of topics. We are preparing to publish our fourth anthology this year, and the workshop was designed to help writers create the best work they can for anthologies as well as contests, collections of short prose, and submission to online and print publications.

TVW Partners Program

Tri-Valley Writers has launched a new program this year called "TVW Partners." We invite experienced TVW members to be a 'first contact' person for new members. TVW Partners agree to send an email or call a new member, give them introductory information about Tri-Valley Writers and its benefits, and be available to answer the new member's questions while they're finding their way around the branch.

Lending Library

Each month our newsletter, *Write around the Valley*, features several books in our Lending Library. They are made available at the next general meeting. Our vice president, Connie Hanstedt, maintains the library and in addition to the featured titles, has the full collection (34 books and two DVDs) readily available for borrowing.



Pull Up a Chair and Write

This winter we began a new drop-in writing program called "Pull Up a Chair and Write." The sessions are held twice weekly, Wednesday afternoons and Thursday evenings, at a café in Pleasanton. The focus of the sessions is writing, rather than socializing, but sometimes writers take short breaks to discuss their projects or get to know each other a little better.

~~ Patricia Boyle





Branch News continues

Central Coast

CCW's Impact in Monterey County and Beyond

by Leslie Patiño

Did you know that Central Coast Writers is involved with two annual teen writing contests?

On January 11, nineteen members wrapped up two weeks of scoring hundreds of works in 14 genres for the National Scholastic Art and Writing Awards. Their commitment brought in a \$2000 honorarium for the club, which helps us fund great speakers for meeting and workshops, cover the venue costs for our August barbeque and December holiday party and more.

In spite of colds, flu, family emergencies and other surprises, this year's dedicated judges all made the Scholastic deadline. Dennis Hamilton even finished his panels and then spent more hours helping a fellow judge who had an unexpected complication.

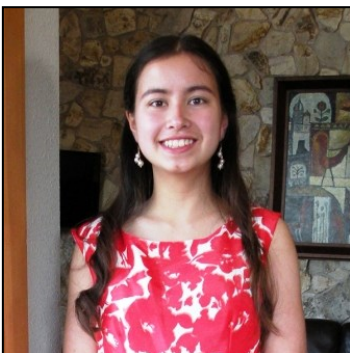
Our thanks to the 2017 Scholastic judges: Clarissa Conn, Laura Curry, Harold Grice, Dennis Hamilton, Patricia Hamilton, Evelyn Helminen, Ken Holden, Ned Huston, Kelly Jensen, Victoria Johnson, Alka Joshi, DS Kane (Dave Spiselman), Liz Kendall, James Lake, Leslie Patiño, Sarah Pruitt, Maria Skyttä, Janet Tezak, and Jason Warburg.

CCW Short Story Contest

Work for the CCW Short Story Contest for high school seniors and juniors in Monterey County began in November and will culminate with the winners attending our April meeting. Email and snail mail information about the contest has gone out to all Monterey County high schools and English teachers. During the month of February, seniors and juniors can enter a single short story based on this year's photo prompt by Pagrovia Brooks Leffler.



Brooks Leffler's photo prompt



In March, a CCW committee will judge entries over three rounds, finally selecting 1st, 2nd, 3rd place winners and three Honorable Mentions.

This contest is the result of our club members' generosity at monthly raffles. We are able to again offer a total of \$750 in prize money and, for the first time this year, \$50 awards to three teachers chosen by each of the top contest winners.

Bessie Nicolaides, Everett Alvarez High School

"I am completely overjoyed to receive this news! I'm very honored to be able to share my writing with such an amazing group of people. This is a really great accomplishment for me, and it has boosted my confidence in my writing and positively impacted my attitude towards it."—2017 2nd place winner Bessie Nicolaides, Everett Alvarez High School

For more information about the 2018 Short Story Contest, visit the club website, centralcoastwriters.org.

~~ Lana Bryan





Branch News continues

Napa Valley

Our February (Valentine's Day) meeting exceeded all expectations for our loosely put-together Microfóno Abierto Bilingüe con Chocolate. With the help and enthusiasm of a community social justice worker, we reached out to wide-spread ties in the local global south and native performing arts communities. We coordinated a bilingual public service announcement on local radio, distributed Spanish-English flyers, and promoted the event to our mutual publicity contacts. A few minutes before the event was to start, the room was practically empty. Fifteen minutes later, the place was packed with some of the usual crowd and many more people we had not seen before.

Twenty-five people, forty percent of the attendees, young and old, performed their work in poetry, prose, and song - from their hearts in many flavors of love - for the land, for the people, for a lover, for change. Our collaborator/Emcee, Xulio, informed the gathering that every piece would not be translated. We wanted to hear with our hearts the understanding that was there for each of us.

We provided something very special that night. Everyone was filled with compassion, togetherness, and the desire to move this one event forward into something more.

Speakers and listeners both touched their hearts with open hands with a feeling of gratitude and many had tears. We're still aware of our divisions, but at least once, together, we've experienced a bit of a bridge, and everyone felt included, and told us so. The room pulsed with energy. One of our writers group members commented that it was the highlight of the year.

The high school girls' Spanish and English words in poem and performance touched everyone as they spoke of the prejudices and injustices their families live with on a daily basis - and what they are doing to change it. The elder Mexican poet read from his journal to a pin-drop quiet audience, receiving a thunderous applause at the close. Charlie, native woman and elder, spoke and chanted, reminding us of our memories and our spirit that has been lost and is now being found again. Xulio's performance dazzled. Many misty eyes were proof we did something right.

Coming soon: NVW will be involved in several Arts in April events in the Valley, including at least three writer open mics, one of them in a winery. Of course!

In January, we hosted four high school students who participated in a writing contest sponsored by our branch. They each won a certificate and a cash award for their winning entries on the theme of Transition. They each read their pieces at our January meeting to a wonderfully quiet and respectful audience, including some of their teachers and parents who joined us that evening. Their writing was courageous and very personal. The local newspaper was approached and ran all the winning pieces in their entirety. Thanks to Lenore Hirsch for spearheading the effort!

In December, for the first time in a long time, we held our holiday party at a local restaurant. Everyone had a fantastic time! Also in December, Copperfields in Napa and Calistoga hosted a panel of writers from First Press: Collected Works of Napa Valley Writers. We continue to sell a few copies each month or so of the anthology. Our December monthly meeting featured Tim Carl, well-known local writer, and NVW member, who presented an intriguing talk and slide show about his experiences covering many local residents and disaster stories during the October fires. It was a well-thought out and touching presentation.

A few members are currently working on their own projects about the fires, including short stories, a screen play, and a book.

Our November meeting featured 4 roundtable sessions: Writers Support Group; How to Advertise on Amazon; Five Ways to Know Your Critique Group is a Good Fit for you; and NANOWRIMO - What it is and how to participate.

~~ Kathleen Thomas





Branch News continues

High Desert

The High Desert branch is now beyond the mid-point in its nine-month 2018 Dorothy C. Blakely Memoir Project, headed up by Project Director, Dr. Mary Langer Thompson. Eleventh-grade students at University Preparatory High School are working, with the help of a dozen volunteer mentors, on their last draft of memoirs of their senior citizen Memoir Stars. The project's goal is to culminate in a published anthology of stories of senior citizens that might otherwise have never been told.

Editor Jenny Margotta will receive the students' efforts in mid-March. This will be the third such anthology published by the HDCWC. Cash scholarships will also be awarded to the three best story authors.

The High Desert's third annual Spring Book Fair will be held on Saturday, May 26 from 10 am to 4 pm at the Jess Ranch Community Church in Apple Valley. Published authors will partake in an all-day book signing and selling fair to promote their works. All CWC members are encouraged to attend, and the public is invited. For further information contact Roberta Smith cwrlsmith@gmail.com or Michael Raff mpsrseven@aol.com.

"Howl at the Moon" Writers' Conference is back! Save the date. The seventh prominent conference will be held in Apple Valley on Saturday October 6, 2018. All writers should save the date for an outstanding workshop at a low, low cost. Full details will soon be posted on www.hdcwc.com. The purpose of these conferences is to bring the best talent available to the High Desert at the lowest cost.

~~ Bob Isbill, PR



Writers of Kern

Writers of Kern Annual Spring Conference – March 17, 2018 By Diane Lobre

The WOK Conference Planning Committee is excited about the caliber of presenters slated for our Spring Conference. Each has a wealth of experience and knowledge to share to help us become more successful in our writing efforts. Whether published authors or producing a first work, there is something for everyone to learn.

The day's agenda includes Rebecca Langston-George, Ernie Zarra, Brendan Constantine, and David Congalton.

Langston-George, presenting *Revising with Vision and Purpose: Tips to Push Your Writing to the Next Level*, has authored eleven books for children and is the 2016 recipient of the California Reading Association's Armin Schulz award for children's writing in Social Justice. Visit her website to learn more about her <http://www.rebeccalangston-george.com/>.



Last year's attendees at the Spring conference

continued next page



Branch News continues

Dr. Ernie Zarra is the author of six books, a national conference presenter and member of several honor societies. He will address the topic of "Make Them an Offer, They Can't Refuse." Zarra will share how he has crafted a relationship with publishers that make his proposals for work an easy sell.



**Highlights of 2016 conference:
(center at table) are Authors Anne
Perry and Victoria Zackheim.**

Brendan Constantine is a Southern California poet and champion for the literary arts. His topic is *the haunted line*. He performs his work across the United States. Brendan's work has appeared in *Prairie Schooner*, *FIELD*, *Ploughshares*, and *Virginia Quarterly*. Visit his website to learn more: <http://brendanconstantine.com/brendan/>.

David Congalton will share his experience of writing for The Hallmark and Lifetime Channels, and the basic *Do's and Don'ts of writing for Hallmark and Lifetime* and *how to improve your chances of sealing the deal*. Congalton is a radio talk show host and screenwriter.

We'll have the first look at the 2017 Young Writers of Kern Anthology, which will be available for sale. We expect to have some of the young authors present to sign the book. The day will also include a pitch contest and door prizes.

Sponsored in part by Klein-DeNatale-Goldner and Russo's Books, the Spring Conference will be held on Saturday, March 17, 2018 from 8 am to 3 pm at Hodel's Kern Room. Conference fees are \$95 for members and non-members and \$45 for students. Registration includes a continental breakfast, lunch and snacks. Registration is open to everyone. Visit <http://writersofkern.com/spring-2018/> to register.

~~ Annis Cassells



Marin

CWC Marin has been hard at work planning our upcoming Annual 2018 Marin Writers Conference set for Sunday, April 22nd at Book Passage in Corte Madera. This year we have a fantastic program lined up for the conference featuring a two-hour editing workshop with Mary Rakow on "How to Make Your First Pages Shine!" The workshop will feature live sessions on manuscripts selected from conference attendees.

Michael Larsen of the San Francisco's Writers Conference will be our conference Keynote Speaker, and the conference will also feature a self-publishing panel led by Ruth Schwartz and David Kugler of the Bay Area Independent Publishers Association (BAIPA). Our event will conclude with an agent panel on what they are looking for in a successful pitch and manuscript, followed by a pitching session with local agents.

We are extending our membership pricing for the Marin Writers Conference to all CWC members from every branch, and hoping to meet other CWC members from other chapters at our event!

~~ Mary Kreffing





Penny Sansevieri of AME

Inside a Writer's Mind —

Tapping into the mind of a writer is one objective to better understanding, but what we have here is an inside look into how marketing and sales help define our strengths as we gain expertise as authors. I'm very happy to introduce Penny as our regular columnist. Many of you may already know her through speaking engagements and conferences. — The Editor

March In AND Out Like the Lion!

March comes in like a lion and goes out like a lamb.

That's the old adage. And while it has to do with weather, it seems to be true with people's book marketing efforts, too. Not just in March, either. But, since March is here already, it fits with what I want to tell you.

In like a lion and out like a lamb is not what you want for your book.

It's not what you want for ANYTHING you do. And here's why.

When you first publish, you — like many authors, are probably gung ho. You are excited about what you've accomplished, and you hit it hard.

You update your website. You kill it on social media. With your newsletter. With *Goodreads*. With reviews and/or media pitching.

You go all out in your book marketing, using pretty much every strategy in the, well, in the book (pun intended).

And that's great! I will never tell you not to work it.

But, I don't want you to burn out and fizzle.... to go in like a lion on the attack and then to go out like a lamb. And maybe it's not a burn out, maybe it's frustration that you're not seeing immediate results.

So in the midst of March 2018, I want you to take a different approach. Study your market carefully, just like a cat in the wild watches her prey. Make a plan of attack. And then execute it with precision. Keep executing it all month long.

If your plan is an all out blitz, then by all means, go for it. But keep it going. Because the secret to book marketing isn't just knowing what to do and doing it. It's to keep doing it. Keep knocking on doors, and then find new doors to knock on. Your persistence will pay off.

So, this month, tap into your inner lion or lioness, and sustain that lion all month long and into the next. You won't be sorry.

About Us

Author Marketing Experts, Inc. is a full-service book marketing, promotion, and publicity company. We serve authors at all stages of marketing and promotion. We offer a full range of packages and services to choose from at www.amarketingexpert.com.

To see a price list or consult with us and obtain a free marketing proposal, send an e-mail to: campaigns@amarketingexpert.com.





*CWC Authors, Illustrators, Publishers & Literary Exhibitors
— join the fun & sell your books at this spring's festival!*

"All About Books" ---Special Event of the Paradise Chocolate Fest



An added attraction for over 5,000 Paradise Chocolate Fest attendees to meet

the authors, illustrators and publishers who call Northern California home. Here, authors from a variety of genres will have books for sale and even sign them for their fans. Meet your favorite Northern California author, or discover your next can't-put-down read. Book subjects range from romance, mystery, children's stories, science fiction and everything in between.

**AUTHOR, ILLUSTRATOR, PUBLISHER, LITERARY
EXHIBITOR—*\$40.00**

***This Special Fee is offered to NSW & CWC Authors,
Illustrators, Publishers & Exhibitors participating in**

"All About Books!"

Applications Due by April 30, 2018

(All other Vendors, 10'x10' Space—\$85.00)

This year's Paradise Chocolate Fest will feature musical entertainment, contests, fine art demonstrations, author panels and storytellers throughout the day. In addition, "All About Books!" participants are invited to showcase their literary works and talents at the Author's Tent and within their exhibit/selling space.

Past winner of two international awards, the Paradise Chocolate Fest is the place to indulge your love of all things chocolate! Special events throughout the day include **Chocolate Candy Land**, **Lollipop Ice Cream Shoppe**, **Chocolate Cuisine Challenge**, **Chocolate Pancake Breakfast**, **Art in the Park**, **"Chocolate Royale" Queen & King Coronation & Celebration**, **Chocolate Chase Fun Run/Walk**, **Chocolate Sampling**, **Chocolate Pie & Ice Cream Sundae Eating Contests**, **Cookie Stacking Contest**, **Children's Games & Huge Inflatables**, Art, Craft & Commercial Vendors, Costumed Characters, Musical Entertainment, Delicious Food & Beverages ...a Chocolate Extravaganza in Paradise! Celebrating 13 Years of Sweetening Kids Lives thru Chocolate!!

***Paradise Chocolate Fest has been ranked one of the "Top
Festivals in the State!" at the California State Fair!!***

All About Books author application:

<http://chocolatefest.us/getting-involved/applications/>

**Applications Due by April 30,
2018.**

**(All other Vendors, 10' x 10' Space
- After March 1st is \$85.00)**

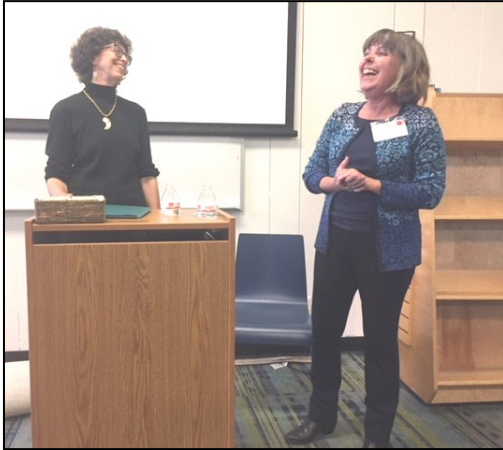
**CWC MEMBERS MAY SHARE A
BOOTH AT A REDUCED PRICE OF
ONLY \$40. Hurry space limited**



Branch News continues

Long Beach

WRITING “INTIMATE” SCENES IN YOUR NOVELS



“A sex scene is like any other scene in your book to move your story along.” The quote is from our February speaker, Janet F. Williams. We had 54 people at our meeting that day. Not a record, but close.

Without being at all coy, but instead by seriously analyzing what makes a good sex scene in a book, Janet read from different genres and spoke in straightforward language about the topic. To that end, we had been advised by our speaker to have no person under the age of 18 in the room, so we didn’t.

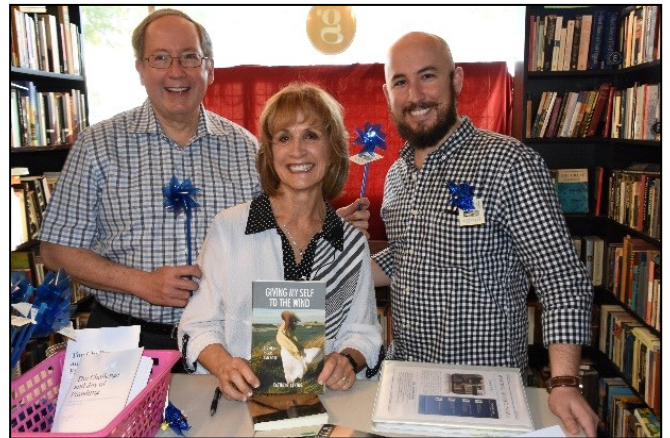
But it was a serious presentation in that Janet talked about characters, pacing, voice, tone, and appropriate language for the time and genre. She mentioned characters, setting, audience, and all the other things one addresses when learning the craft of writing. Janet is booked at the Orange branch also.

Note: We were careful to use “intimate” in all our media outlets, instead of the s*x word. Good subject. Good turnout. And Janet was serious, but funny, too.

BOOK LAUNCH NEWS

Our local (and last!) independent bookstore in Long Beach, Gatsby Books, continues to support our authors and helped this writer with my book launch in January. I had 60 attendees and sold 31 copies of *Giving My Self to the Wind*, which I published with the help of Outskirts Press. Two local papers picked up my press release, and I had an excellent response from Social Media outlets.

I added a short talk “The Challenge and Joy of Finishing” to the book launch, which may have attracted more people, too. The Long Beach branch continues to have our authors do signings and talks here. We support our local store, and they support us.



~~ Kathryn Atkins, PR

San Francisco / Peninsula

The SF Peninsula Branch began the new year with several new activities – San Carlos Library lessons, critique group training and weekly Shut Up and Write sessions.

Our members teach classes on writing on the third Wednesday of every month as part of our new partnership with the San Carlos library. *Fault Zone* Editor Laurel Anne Hill taught *Breathing Life into Your Writing: Storytelling Basics* in January. Board Treasurer and Web Manager Pratibha Kelapure presented *Yes, Poetry* in February. Board President Lisa Meltzer Penn and

continued next page



Branch News continues

Vice President Audrey Kalman led a session on *Red Pen Secrets: Editing Tips* in March. We plan to present CWC readings and panel discussions at the library later this year.

Critique classes for new members were held on Jan.22 and Feb. 5. Hosted by State Board Rep Carole Bumpus, the sessions taught the skills of effective critiquing for your own work or in critique groups. The club will help members to form their own critique groups this spring.

Lisa and Audrey are hosting "Shut Up and Write" sessions every Tuesday morning from 9:30 until 11:30 a.m. at a coffee shop in Foster City. The groups are open to a maximum of six participants.

In November, Iris Jamahl Dunkle talked about *Answering the Call – How Jack and Charmian Kittredge London Inspired Me to Become a Writer Who Questions History*.

In lieu of our regular meeting in December, we held our annual holiday party at the Sequoia Yacht Club and launched a new edition of *Fault Zone*, our branch literary magazine. Editor Laurel Anne Hill announced the following prize winners:

Members of CWC San Francisco Peninsula Branch

Short Fiction:

First Prize: "Thomas Edison's Last Invention" by Richard E. McCallum

Short Narrative Nonfiction:

First Prize: "To Catch a Star" by Maria Elena Bernal de Barre

Poetry

First Prize: "i love lucy" by Maurine Killough

Poetry Runner-up: "Magnolia Grandiflora" by Mary Heneghan



Fault Zone Prizewinners (left to right): Maria Elena Bernal de Barre, Laurel Anne Hill, Richard E. McCallum, Maurine Killough, Valerie Stoller, Mary Heneghan and Karen Sundback.

Non-Members of CWC San Francisco Peninsula Branch

First Prize: "Cassie's Valentine" by Valerie Stoller ; **Second Prize:** "The Heart's Far Reaches" by Karen Sundback;

Third Prize: "Intensive Care" by Elaine Webster

The publication is available online at: https://www.amazon.com/Fault-Zone-Laurel-Anne-Hill/dp/1937818896/ref=sr_1_1?ie=UTF8&qid=1519171623&sr=8-1&keywords=fault+zone

In January Brianna Schofield, executive director of Authors Alliance, gave a presentation on *Untangling Copyright: A Crash Course for Creators*. **In February**, Albert Flynn DeSilver spoke about *Writing as a Path to Awakening: A Year to Becoming an Excellent Writer and Living an Awakened Life*. **In March**, Author Coach Mike Larsen talked about "Taking the Risk Out of Writing: Dealing Yourself the Five Cards You Need for a Winning Hand."

At Think Tank discussions following our regular meetings, members have led discussions about various topics. Carol Park talked about *Scene Versus Summary: When and How to Use Each*. Alfred Jan talked about writing criticism of art and books.

We are gearing up for the San Mateo County Fair Literary Stage. Writing contests are open to all! Submission deadline is April 1. See <https://sanmateocountyfair.com/literary-arts> for more information about contests, cash prizes and events.

~~ Bill Baynes



continued from page 1

As a tutor, I tell my kids — talk to me on paper, tell me your story, read it out loud to see if you're saying what you really want to say, and to see if it "sounds right."

Mark Twain said, "Writing is easy. All you do is cross out the wrong words." Write your heart out. Speak freely and joyfully. Later, go back and cross out the wrong words and put in the right ones.

By Eve Visconti
SF Peninsula branch



Never Abdicate Authority Over Your Novel

by Alan Watt

Just because you might be a first-time novelist, it doesn't mean you're not the authority over your work. No agent, publisher, or film producer knows more about the inner workings of your story than you.

They may have notes, and they may have some great ideas, but none of those notes can be applied if you abdicate authority over your work. Never agree to a note simply because you think it will improve the odds of selling your first novel.

The moment the first-time novelist abdicates authority over his novel is the moment he loses connection to something ineffable, something that is often difficult, and sometimes impossible to recover from.

When it comes to owning our work, there is no difference between being a first-time novelist and a seasoned veteran. Unless we're anchored to what we're attempting to express and are willing to hold onto that, we are just hacks.

Alan Watt is an award-winning novelist, filmmaker, and founder of L.A. Writers' Lab where he teaches *The 90-Day Novel* and *The 90-Day Screenplay* telecourse workshops to writers around the world. LAWritersLab.com



Election Nominating Committee Announces CWC Slate of Officers

At the January 28, 2018 Central Board Strategic Planning meeting, President Joyce Krieg appointed me, Bob Isbill, as the Nominating Committee Chairman.

The incumbent officers have agreed to serve another term, if elected, and so the slate as of March 2018 is:

President	Joyce Krieg
Vice-President	Donna McCrohan-Rosenthal
Secretary	Elisabeth Tuck
Treasurer	Bill Baldwin

Those offices to be elected are: President, Vice-President, Secretary, and Treasurer. Any, CWC member in good standing is eligible to run for Secretary or Treasurer. Eligibility to stand for President or Vice-President requires that the person be on Active status within their own branch, and that the nominee be a member of the Central Board for one year out of the last five years. Therefore, there are members who are not presently on the Central Board who would be eligible to stand for those offices.

The person elected to any of the four offices except for the office of President would automatically become the home branch's Central Board Representative.

Please refer to the CWC Policies & Procedures which can be found at www.calwriters.org for further information on job descriptions and election rules. Those interested in running for any of the Central Board offices should contact me at risbill@aol.com or phone 760.221.6367.

The Central Board is also considering an appointed position as Executive Director who would assist the President in gathering information from the branch representatives to complete timely reports. At this point in its formative stages, the position would not require travel away from home, but mostly communication over the Internet via emails and the collection of necessary reports.

If you would be interested in such a position, please contact me at risbill@aol.com or phone 760.221.6367.





Branch News continues

Sacramento

The Sacramento Branch is stepping it up with critique groups, open mic community participation, and support to each other at and outside of meetings. Recently, members of another branch (North State) attended one of our meetings. This visit brought new energy to the day. Our members loved hearing from another branch. We see the value of “cross-fertilization” among branches. For next year, we plan an open mic experience where members will be audiotaped reading their stories for later use on the Internet. Also, we’re starting to plan for CA Writers Week next October. Last year we sponsored five panels in bookstores, libraries, and music cafes. Finally, we are very interested in supporting efforts by fellow branches or the State organization in shining up the CWC brand, fitting with a long and respected literary tradition of accomplished and community.

~~ Kimberly Edwards



Inland Empire

The Inland Empire Branch of the California Writers Club rang in the new year with a new president, Sue Andrews. She has been a member of IECWC for almost eight years holding an office on the Board since she joined and has been the Central Board rep for the past two years. She was happy to take on the position since our past president, Judy Kohnen, stepped down. Judy continues to stay active on the Board as our Advertising and Promotion Chair.

IECWC started off our year spotlighting all our members who had published in 2017. The authors agreed to serve on a panel to discuss their journey from writing, to publishing, and finally to marketing. I moderated the panel, they took turns answering my questions, and at the end, fielded questions from the audience. Afterwards, club members joined the authors in the cafe at the back of the library where we meet.



The Board has been working diligently to fill in our vacant spots for the year with quality presenters. With the club’s recommendations, we will continue to look for quality speakers monthly and authors who will present to us good topics on the technical craft of writing.

The branch participated in the Dickens Festival in Riverside last month, worked in conjunction with Mt. Sac Community College for our scholarship program this spring, continued with our Prison Library Project in the summer, and have our Fall Retreat scheduled in September. We are looking forward to a great 2018!

~~ Submitted by Sue Andrews

~~ JK Conibear





Branch News continues

East Sierra

For this springtime Ridge Writers series, authors give one afternoon program, 2 p.m. at Ridgecrest's Victorian tea room, My Enchanted Cottage, on March 1, April 5, and May 3, and a different one in the evening for the Ridge Writers general meeting. For the afternoon "Read the Book, Meet the Author," participants buy and read the designated book in advance, then discuss it with the author over tea and scones at My Enchanted Cottage. The event combines the book, tea, scones, conversation with the author, autograph, and entry in a door prize drawing. We return to My Enchanted Cottage later in the year with an Edgar Allan Poe Tea in October, and our annual Dickens Tea in December.

~~ Donna McCrohan Rosenthal



CWC South

CWC-South had a booth, half-hour essay workshops for teens both days, and raffle baskets at the Riverside Dickens Festival February 24-25. The Riverside Dickens Festival featured live music and stage performances, debates and speeches by celebrity authors Charles Dickens, Mark Twain, Edgar Allan Poe, Mary Shelley, H.G. Wells, and others (all portrayed by talented tribute artists), a Pickwick Pub Night, costumes, and vendors. The CWC-South booth had educational information about Dickens contemporaries in California, and handouts including our new rack card about membership and branches. For the Pickwick Pub Night fundraiser, CWC-South provided two raffle baskets containing such notable items as an Arthur Conan Doyle interview on DVD and a CD of the classic Orson Welles radio broadcast of H. G. Wells' *War of the Worlds*.

On a monthly basis, we continue to maintain our socialwritersshowcase.com "zine" format website.

~~ Donna McCrohan Rosenthal



Orange

We started the year by adding \$2,000 to our treasury, the result of our members judging the National Scholastic Writing Awards again. This is an annual event and the second time we have participated. This will be a regular endeavor added to our calendar.

Our first speaker of the year was Christina Hoag, a former journalist, and former Latin American foreign correspondent. Her topic, "Writing Outside Your Comfort Zone – Writing What You Don't Know". She is the author of several fiction and non-fiction books. In February, Jeffrey J. Michaels spoke about "Writing from the Heart".

In March our monthly meeting will be held at 1888, a venue near our usual location, the Orange Library. This coffee shop/bookstore, near Chapman University, has presented us with an opportunity to draw more members to our meetings and acquaint them with the advantage of belonging to CWC.

continued next page





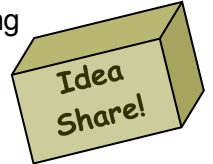
Branch News continues

Jeanette attended a long-range planning meeting January 27 in Oakland, as a member-at-large of the Executive Committee. This was a smaller meeting, held in lieu of a full board meeting, as usually takes place in January. The purpose was to plan for the future in an ever-changing publishing world. Important issues discussed were succession planning for the state as well as the branches. We also analyzed the organization using a Strengths, Weaknesses, Opportunities, and Threats format. Our responses were put on a grid which can be used as we go forward. At the meeting President Joyce Krieg appointed Bob Isbill as Chair of the Nominating Committee for the July election of State officers.

Our branch elects officers every two years. Our next election will be this June. A committee has yet to be formed as of this writing.

Our Meet-Up website continues to bring guests each month to our meetings. Our membership continues to remain around 45.

In the coming year, we will be selecting speakers who can impart their knowledge and experience in the writing/publishing/marketing world. The CWC-South group has developed a grid of members in the southern regional branches who are available for speaking at other branches. We are fortunate to have very talented writers as members and appreciate their willingness to share their experiences.



~~ Jeanette A. Fratto



HAVE YOU HEARD OF MEETUP.COM GROUPS?

One of the newer trends in CWC branch growth (pun intended) is the use of a social media community called MeetUp.com. You might think, “Oh, no! Not another group to follow.” In this case, people sign-up to topics of interest or community events that they wish to join. They monitor the conversations, ask questions, and find out if a group is meeting live in their area. Once they make contact they can choose to take the next step to join or silently back out and pursue other interests.

Many MeetUp contacts have become members through a MeetUp CWC event or an invitation to sit in with their branch. It’s just another way to “break the ice” with a potential writer.

The cost to administer a MeetUp group is nominal (\$9.99 per month), however, over time and having someone monitor to answer questions, this new channel of contacts has shown to be a great investment. Unlimited use with the flexibility of many administrators is \$14.99 per month. It’s also common for visitors to share a portion of the cost when they meet.

~~ The Editor





Branch News continues

South Bay

Constance Hale



DAZZLE AN AGENT: Secrets to “Wicked Good Prose” kicks off 2018 series of workshops! Take you prose to the next level in this dynamic workshop taught by Constance Hale, author of *Sins or Syntax* and *Vex, Hex, Smash, Smooch*. Join us on Saturday, March 24th, 9 am -2:30 pm. Continental breakfast and lunch at Harry’s Hofbrau in San Jose are included. For details and to register, go to: www.southbaywriters.com.

~~ Edie Matthews



More South Bay Writers News

J. K. McDole, managing editor, adds that Constance Hale is editor for the Harvard Business Press and founder of Prose Doctors, and her riveting workshop, “Dazzle an Agent: Secrets to Wicked Good Prose.” Hale invites us to “stretch new muscles, disabuse bad habits, and duke it out in a war of words.”

Club member Carolyn Donnell was awarded the Matthews-Baldwin Award for 2018. Carolyn Donnell has photographed SBW events for more than 10 years. She is and has been a contributing editor for *WritersTalk* newsletter since 2007. Currently, she rounds up an amazing list of contests every month as well as writing recap articles,

preparing the monthly meeting photo collage, submitting occasional poems and stories, and proofreading every issue.

The club newsletter, *WritersTalk*, features a yearly contest called the WritersTalk Challenge, in which judges award prizes to the most quality submissions. Here is a photo of our winners and judges!



Carolyn Donnell, winner Matthews-Baldwin Award



From left to right: Betty Auchard, Carolyn Donnell, Judy Shernock, Kathleen Gonzales (judge), Cal Stevens, Edie Matthews (judge), Richard Burns, Penny Cole, Dave Strom (judge), J. K. McDole, and Sally Milnor (judge)

Winners & Judges of WritersTalk Challenge

~~ J. K. McDole,
managing editor





Branch News continues

Redwood Writers

“Pen to Published” Writers Conference Scheduled April 21

Redwood Writers, one of the largest writers' groups in California, hosts its 10th biennial writers conference on Saturday, April 21 at the Finley Community Center in Santa Rosa.

Registration for the full-day conference is open until April 18 at redwoodwriters.org. The **price is \$135 for members** and \$175 for non-members.

Whether you are a seasoned author, or just have an idea you'd love to put into words, the Pen to Published Conference has something for you. Keynote speakers are publisher, author and writing coach Brooke Warner with her topic “Why and How to Green-light Your Creative Life,” and Ellen Sandler speaking about her experiences as a writer and producer of half-hour network television shows, including “Everybody Loves Raymond.”

Extended workshops and smaller sessions focus on many aspects of the writing and publishing world. The Pen to Published Conference draws writers, poets, and beginning novelists from all over California. Membership in the Redwood Writers branch of the California Writers Club (CWC) numbers over 300, making it the largest of 22 branches in California.

Mark your calendar for Saturday, April 21 8AM to 5PM
Redwood Writers Pen to Published Writers Conference
at Finley Center, Santa Rosa
Continental breakfast and lunch included if pre-registered

Registration closes April 18

For more information about Redwood Writers or this event, go to www.redwoodwriters.org.



**This digital full-color news magazine is available
to all members for free.
It can be read from a link at www.CalWriters.org anytime.
It's compatible with most digital devices.
Pass the Word.**



North State Writers



Halloween Short Story Contest



Have a frightening fiction or nonfiction tale to tell? Have a ghost or funny Halloween story or scary memory to share? Enter the North State Writers Halloween Short Story contest by June 30th & win cash.

1 st Prize	\$100
2 nd Prize	50
3 rd Prize	25

3-Honorable Mentions

Short Story Details

- Open to all Members (\$12), Non-members (\$20), & Students (\$15)
 - Word Limit: 2500 or less
 - **Deadline: June 30th**
 - Restrictions: Must Be Original work
- Multiple Entries Accepted (separate fee for each entry)



Submission Guidelines: www.northstatewriters.com (click on the EVENTS tab)

**Winners will be Notified by Email &
Recognized at the NSW '2018' Family Picnic in July!**

All entries will be eligible for possible entry into a North State Writers *Halloween Short Story* edition tentatively slated for publication in the fall. Author's permission will be sought prior to publication.



Branch News continues

CWC NorCal

NORCAL GROUP MEETING in REVIEW

San Francisco Writer's Conference – February 15th-18th – San Francisco Mark Hopkins Hotel

Once again, the NorCal CWC headed up a booth featuring our own Club on a statewide basis. Tim Jollymore of Berkeley carried the role as volunteer coordinator and handled the needs of the staff of volunteers during the entire conference. He stated that the conference, was, as always, full of excitement and was well-attended. "The CWC name did get out there and the ideas and activities of the CWC were well-reinforced by our volunteer members." He also mentioned that next year the conference will be headed up by Laurie McLean and will be held at another (hopefully more easily accessible) location in San Francisco.

Bay Area Book Festival (BABF) – April 28-29th - Berkeley

Tim Jollymore has also offered to chair the coordination of volunteers for the Festival to be held in downtown Berkeley. A call will go out for volunteers in early April. If you can help out, don't miss the opportunity to not only meet and greet new writers, but also to sell your own books. This is an event sponsored solely by the NorCal Group of the CWC.

NorCal Website

We are seeking a website manager to handle the on-going events for our fourteen branches. If anyone/member would like to volunteer their time of about 10 hours per month, we are willing to pay. Contact Carole Bumpus at carolebumpus@gmail.com

CWC State Board Strategic Planning Results

Instead of the usual bi-annual CWC State Board meeting, the Board held a strategic planning session. Kim Edwards, our NorCal liaison, compiled and presented a list to us of the CWC's Strengths, Weaknesses, Opportunities and Threats to the CWC. After thoughtful discussion, it was decided that this list will be utilized to direct our **Fall NorCal Leadership Conference on the 29th of September 2018**. **Action Item:** Plans for the conference will be finalized at the **May 5th NorCal meeting**.

Branch Round Up:

The discussion of branch challenges, and possible topics for the Leadership Conference, included, but was not limited to:

- | | |
|---------------------------------------|---|
| Critique groups | Craft support groups |
| Creative activities for chapters | Marketing (logo items?) |
| Obtaining members from younger groups | Inspiring members to take on leadership roles |
| Orienting new members | Sponsoring a high school writing contest |
| Committees for a productive chapter | How to involve members with their special expertise |

Each chapter gave highlights of the speakers and activities over the past year and chapters reported that from one-half to two-thirds of their dues-paying members attend monthly meetings.

Action Item: Election of Officers for the NorCal Board for 2018-19 at the May 5th meeting.

**Carole Bumpus –
CWC NorCal Chair & State Board Rep**



SPOTLIGHT

High Desert's Mentor Project



Dorothy C. Blakely



Teacher Anna Lovato's 33 eleventh-grade students at University Preparatory School in Oro Grande, have received lessons on developing their writing skills through memoir. Fine points of outlines, log lines, interviewing their subjects, story structure, dialogue, and editing are reviewed as well as having listened to a panel of our branch's published memoir writers, moderated by Rebecca Kosko, HDCWC President. Now in its third publication schedule, High Desert will select and publish the student anthology — students become published writers prior to graduation, history of older citizens are preserved. it's another win—win—win.

Teams of mentors have worked one-on-three with students to examine their final drafts. Mentors have read emotions stories of immigration, war, illness, marriages, moves, births, deaths, and more.



Past President Dwight Norris, left, mentors student.



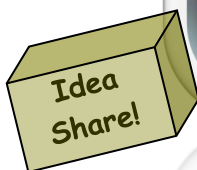
Mary Ruth Hughes, left, makes suggestions to student's memoir entry.



In back: Allen Reid and Greta Smith with Mary Langer Thomson, front left, join Ann Lovato in session review.



Front Row: Dwight Norris, Rita Wells, Mary Ruth Hughes, Mary Langer Thompson (program lead) Ann Miner, Lorelei Kay. Back Row: Greta Smith, Allen Reid, Barbra Badger, Sheryl Thomas-Perkins, Ann Lovato.



Your branch can take this idea for development by requesting a How-To booklet from High Desert's outreach expert, Bob Isbill. You'll also find that grant money is available through our CWC Central Board when requested and matched with branch funds. You'll also have scholarship money (even now) that can be applied to any educational institution as student scholarship awards when you match your branch funds to them as well. Check the state website for details.

PHOTO CREDITS: Sheryl Thomas-Perkins, PR



Ann Lovato, left, and Mary Langer Thompson are lead organizers

Literary Review Update

I am grateful to everyone who is working to make the CWC *Literary Review* happen for 2018. Dave LaRoche, who established and led the effort for years took a well-deserved retirement from it. Now it takes a team to make the Literary Review happen.

The submissions manager, David George, did an excellent job with intake, ensuring that the 176 submitting members paid, submitted their piece(s) correctly and signed the release in the event their piece(s) were selected. David used a spreadsheet to associate a key to each piece so they could then be handled without the author's identifying information.

Fifteen CWC members from seven branches (High Desert, Marin, Mt. Diablo, Orange, Redwood, San Joaquin Valley, and South Bay) volunteered to read, grade, and comment on some of the 276 submissions from 176 members. They did not read pieces from their own branches, nor did they know who had written them nor from what branch.

I developed an Excel spreadsheet to show which pieces had gone to which reader and when. As results came in I was able to log the grades assigned. I kept a table listing each piece then logged the comments received for them. We are making good progress and will likely finish reading before the end of March.

The next step will be the layout of the magazine. Dave LaRoche did that himself, but I don't have that skill. We may have a volunteer depending on her schedule.

For me this has been a huge learning curve: You can't please all the people all the time. Three grades received from three readers of the same piece can vary from A to D. It's rare that readers agree. That helps to explain some of the complaints the *Literary Review* had garnered. What one person enjoys reading and thinks has been well-done, another doesn't.

If members don't think the general quality is sufficient, I encourage them to work within their own branch to elevate everyone's writing. Volunteer to review pieces for others who are submitting. Lead a critique group. Give a talk about what constitutes literary writing. The possibilities are endless. Think what you can do for others. CWC is a volunteer organization with a mission of education.

Selection notices should be out by late March. Congratulations to those authors being selected for the coming issue.

Elisabeth Tuck,
Managing Editor, Mt Diablo branch

Our contest continues in this issue! SUCH A DEAL !!

We believe that placing an advertising display ad (black and white) in glossy pages of *The Literary Review* is such a great deal that we want everyone to know. Have a book to promote? Offering great services provided to writers? Let your guest speakers promote their services, too.

Here's the deal. Any branch who generates the most advertising revenue in the Spring issue of *The Bulletin* (coming out in mid-March) will win a 5"x7" ad to use as they wish in either *The Bulletin* or *Literary Review* for 2018.

- ✦ Give it away as a gift
- ✦ Make an "Opportunity Drawing" of it
- ✦ Award the ad space as a writing prize
- ✦ Other ideas? Your branch decides



The winning branch must list their name with the ad's cover email or call our Advertising & Promotions Director Bob Isbill at (760) 221-6367 to claim the credit for the display ad.

All ads are considered "placed" once payment is received.

Make A Splash — STATE-WIDE!!

Advertise in CWC's *The Bulletin*!

Each issue of *The Bulletin* — published three times a year — reaches as many as 2,000 published and aspiring writers in 22 branches throughout California.

Increase your visibility? Sell your service? Promote your book? Create more speaker engagements? Pump up your web traffic? Or start a sales campaign?

Advertising content must be for businesses related to the writing and publishing field, any CWC member in good standing, and individuals who wish to reach our target market at reasonable prices.

Four sizes and rates:

1. **Business card size (2x3.5") ad for \$35.** These will appear in the back section of *The Bulletin*.
2. **Index card size (3x5") ad for \$60.** To be interspersed throughout *The Bulletin* as appropriate.
3. **Cover Story size (5x7") ad for \$90** created from your book's cover, mug shot, short description of book, and short author's bio, placed at the discretion of the Editor-in-Chief.

Pay by **check** as described below, or on **PayPal** at our website

www.Calwriters.org

4. **We will make available one and one only full-page vertical ad (7"x10") for \$200.** First come, first served, and for that reason, arrangement for this ad must be made by check and submitted by surface mail and by email verification as described below. Advertisers whose ads are received by mail too late to qualify will be notified of their option to buy a 5x7" or smaller ad, reserve a full page for the following issue, or have their checks returned.

- ♦ All display ads, black-and-white or color, must be self-edited, print-ready in jpeg format, to be published as received. We reserve the right to decline material deemed inappropriate at the discretion of the Editor-in-Chief.
- ♦ All ads must be emailed as a JPEG file to AdvertisingCWC@gmail.com. No exceptions.
- ♦ A physical copy of your ad and details of your payment must be mailed. Please include your return address, email address, and telephone contact number, and the size of your ad. When using **PayPal** mark the payment type on the hard copy you mail to help us understand how you paid.

Submit your advertising copy by July 27th

Space is limited, and appropriate ads will be accepted on a first come, first served basis. A copy of *The Bulletin* will be emailed to advertisers upon publication. Remember to include your preferred email address along with your ad submission. Questions? Call Bob Isbill at [\(760\)221-6367](tel:(760)221-6367).

Checks or money orders for submitted ads must be made payable to **CWC Central Treasury** and mailed to:

HDCWC

The Bulletin Marketing Department

20258 Hwy 18 STE 430 PMB 281

Apple Valley, CA 92307

Checklist. Please follow directions closely:

Design your ad. Scan it to a jpeg file and send it to AdvertisingCWC@gmail.com. Then place a **hard copy of your ad in an envelope** addressed to the Marketing Department. It is okay to fold the copy if you need to do so. **Enclose your check made payable to CWC Central Treasury or use PayPal** online at calwriters.org. **Mark the payment type & the amount**, if you choose **PayPal**, please **state amount on the hard copy** placed in your envelope! Either way you pay, we **MUST have the hard copy mailed to us along with your email address and phone contact**, and the confirmed size of your ad. (Size isn't always indicated on your scanned copy, but it matters!)

THE BULLETIN BOARD —

CONFERENCES FOR SPRING —HURRY DEADLINES COMING FAST

[Writers of Kern Annual Spring Conference](#) —
March 17, 2018

[Marin Annual 2018 Writers Conference](#) Sun-
day, April 22, at Book Passage, Corte Madera

[North State's Paradise Chocolate Fest](#)
Applications due April 30. See Page 10

[Redwood Writers, 10th Biennial Writers Con-
ference](#), Saturday, April 21 at Finley Commu-
nity Center in Santa Rosa.
Registration fee due April 18

[High Desert's Howl At The Moon Writers
Conference](#), Early Bird registration Now Open

[High Desert Spring Book Fair](#)
May 26 10 am to 3 pm
Jess Ranch Community Church, Apple Valley



DO YOU KNOW OUR Web Posting & Links Policy?

Events and Contests listed on this page must be:

- sponsored by a branch of California Writers Club
- sponsored by writing organizations in which CWC members are active
- sponsored by legitimate writing organizations that are recognized or sponsored by accredited educational institutions, the CWC, or professional writing organizations, at the discretion of the editor.

We will provide reciprocal links to:

- California Writers Club branches
- free, writing-related resources that are of a professional quality.
- writing services offered by CWC members, guest speakers invited by CWC branches
- all links are made by the discretion of the editor unless vetted by Central Board review

*The Bulletin does not list Internet
contests available to a national
readership.*

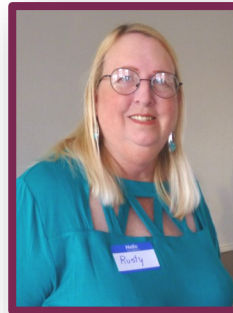


A Word From the Editor

I just wanted to take a moment to thank all of the presidents and PR reps from each branch who have gathered the news and sent it in with photos and captions.

We enjoy hearing about our 22 branches across this diverse state. We take ideas and expand on them. Those of us who receive awards and merits of achievement can share with their friends and family through our publications.

This is now the 8th issue in digital format, and yet, we are still not connecting with each branch. I hope you let others know that within the news you find here is the credit you all deserve as accomplished writers and authors.



~~ Rusty LaGrange, editor

To the PR chair or branch rep: All submissions for *The Bulletin* digital news should be sent to Rusty@RustyLaGrange.com email address in the form of text or an attached MS Word file (sorry, no hard copy submissions can be accepted). Please prepare your work as carefully as you would for a contest or an agent. Use Arial 11 point font; no tabs; no colors; no double spaces between sentences; and, only single-line spacing. Send photos separately as jpg files, with separate instructions for placement in the submission only when placement is important. Please — No embedded text and cropped photos pasted directly from your branch newsletter or PDF pages. All submissions will be proofed and edited before publication. Editor reserves the right to create or select titles and headlines. In order to share space with other members' submissions, keep your submitted items under 500 words. ~~
Thanx. The Editor.

GENERAL ANNOUNCEMENTS

For instructions how to open a digital copy of this issue, please go to the club's website for instructions — www.CalWriters.org. You can also find a PDF version of each issue that can be downloaded or viewed directly from the website. As the contents of each issue has grown over the years, it becomes necessary to use digital devices and advances to keep the publications in a format many can enjoy.

CWC's main site archives all issues & makes them available at www.CalWriters.org under our Publications page.

ADVERTISING OPPORTUNITIES

Advertisements in
The Bulletin magazine
must be placed by
July 27th

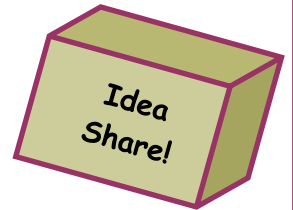
WHO IN YOUR BRANCH IS ASSIGNED AS **THE BULLETIN**

Advertising & Promo Chair?

It's a club benefit

Do You Receive our newest *The Bulletin* digital news
in your email box?

When you see this icon
within an article,
it means that a branch
has come up
with a great
idea! You
might use it
too!



California Writers Club

Mission Statement



1. The California Writers Club (CWC) shall foster professionalism in writing, promote networking of writers with the writing community, mentor new writers, and provide literary support for writers and the writing community as is appropriate through education and leadership.
2. The club supports all genres, writing styles, and related professions such as editing, publishing, photographic journalism, and agents.
3. The branches provide an environment where members can obtain critique of their efforts, attend workshops, and share experiences. Branches are encouraged to mentor writers of all ages by providing educational programs for adults and fostering youth programs.



Get the latest version of our CWC logo that proudly shows the registered R within a circle. This protects the logo and the name from infringements. Download it from the Calwriters.com website. It must be black on a white field.

California Writers Club publication *The Bulletin* is digitally printed and sent out to 22 branches statewide. Issues are representative of the membership and covered as a benefit to paid members in good standing.

Editor-in-Chief Rusty LaGrange
Advertising Director Bob Isbill
Proofreader Angela Horn & Mary DeSantis
Questions & Comments Rusty@RustyLaGrange.com

OUR DISCLAIMER

While we believe products offered for sale in this newsletter are done so in good faith, publication of any advertising in *The California Writers Club Bulletin* does not constitute endorsement, recommendation or representation that the CWC has vetted any advertisers. Readers are encouraged to investigate to verify items or services offered for sale, and to use their own judgment in making any purchases.

The Final Word

by
Rusty LaGrange
Editor

What's an Author to do?

The publishing industry for independent authors is still in an upset to some degree through Amazon's desk clearing and stronger support for its KDP name — and the phases of each process. CreateSpace might eventually be phased out as Amazon's buff and updated printing house gains more features and support.

As a writer looking forward to publishing my first book, under my independent title and publishing name, I drew back in panic. Can they just shake up everything when I'm ready to hit the "print" button? I raced through Internet news websites looking for the truth. It's out there but a bit scary — and definitely not easy to find.

Some author advocates are reporting that Amazon is slowly phasing out CreateSpace. Indeed, the process of switching from CreateSpace to KDP and back again is not user-friendly. So at this stage, it's wiser to keep steady for now until the full changes take effect. I just read that in January, KDP enabled its port for allowing authors to get their proofs and author's copies, when prior to this time, they didn't offer it at all.

Across the Internet a bit of panic set in: *"KDP has since released Author copies and Proof copies. Based in the UK, this is a key change for me as CreateSpace is unfeasible for me to do this."* (anonymous)

Another author wrote on Independent Authors Network, monitored by John Doppler: *"Ultimately I think that CS will cease to exist and in the meantime they are modernizing KDP but not CS... it will become seamless (cough) in time but if you want proof copies, author copies for giveaways and such then CS are the clear winner for now."*

The topic of royalties was strong across the universe. Misinformed authors were finding direct contact with KDP was very slow and awkward — a language barrier in India was to blame in the beginning. Farming out services through other countries is trending now for big savings at the corporate level — not so much for the indie author. Bugs are being worked out. As of January, the wording of the royalties formula and the written agreement seems to be in semantics. *"Sure enough, Amazon was confused about their own royalty formula. The article has been updated with the correct information and Amazon's response."* —John Doppler. Still, in order to be safe, you'll need to check out their policies as these details become more clear.

Again, the watchdog John Doppler says: *"That's the standard formula for royalties for all CreateSpace and KDP Paperback sold through Amazon channels. Titles sold through the CreateSpace storefront offer the author a little more; expanded distribution sales cut into that figure substantially."*

KDP may eventually offer up expanded distribution for indie authors. But consider that through this tumultuous few months, large book distributors never wanted to manage indie books on their shelves at all, then the indie market grew substantially. Some opened their arms to indies, but just as fast closed them due to the infighting, lawsuits, and soured reputation that Amazon facilitated behind closed doors with its print house policies.

The bottom line is, consider that if you currently have CreateSpace titles, keep them for now and wait to see if the conversion to KDP will become smoother. If you currently have KDP then stay there, because the switch back will not be accepted. That says, to me, that Create Space will be completely separated and ultimately phased out. Ask around. Talk to your CWC buddies. Do your research first and foremost before selecting your printer/publisher of choice.

For me, I'm trying to figure out why the cost of purchasing an ISBN jumped three times.



visit kdp.amazon.com for more information.

Please be aware that topics are fluid as the deadline for this issue is wrapping up. Any changes since March will not be reflected in this issue. ~ The editor.