

THE BULLETIN

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California Writers Club

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Founded 1909



The Bulletin is the official publication of California Writers Club, an educational nonprofit 501(c)3 corporation.

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EDITORIAL MATERIAL

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CHANGE OF ADDRESS

Contact Your Branch Membership Chair

OUR MISSION

Educating writers of all levels of expertise in the craft of writing and in the marketing of their work.

CWC Celebrates Centennial at Festival of Books

By Allene Symons, Long Beach

What better way to celebrate your 100th birthday than a book bash with 140,000 guests? It takes place April 25 and 26 at the nation's largest book event, the 14th annual Los Angeles Times Festival of Books at UCLA.

This year our exhibit booth will feature the new California Writers Club Centennial logo, along with promotion of California Writers Week, a map of branch locations, display of our educational mission, a montage display of our members' book covers, and more.

The cover display promises to exceed last year's record of 200-plus covers representing all 17 California Writers Clubs. Once again, book covers from all branches are welcome.

If you submitted a cover in previous years then you need not send a duplicate as the display is cumulative. Here are the guidelines: Send a cover of your book or books (two maximum), or a glossy photocopy of the front cover (same size as the original, not an enlargement), and send packed flat (not rolled) to Allene Symons, 2373 N. Flower St., Santa Ana, CA 92706. Be sure it arrives by April 10. In an accompanying note, indicate the name of your branch.

These covers will not be returned. If you have questions, send an email to asymons@earthlink.net and mention CWC in the e-mail subject line. Sorry, but we cannot accept cover graphics in a digital format.

Our booth, number 619, is located in a prime location with good foot traffic near UCLA's shady Dickson Plaza with its venerable trees, some as old as CWC. Members who plan to attend are urged to volunteer for a two-hour shift at our booth, where we will distribute a brochure listing all CWC branches with contact information. You will meet other CWC members, interact with the public, and be amazed at how quickly time flies. To volunteer please send an email to Cyndy Largarticha at



CWC President Casey Wilson chats up a potential new member at last year's Festival of Books.

cyndycat1234@aol.com.

The Festival — with more than 450 authors, 100 panels, 300 exhibitors, six outdoor stages and two children's areas — takes place on Saturday from 10:00 a.m. to 6:00 p.m. and Sunday from 10:00 a.m. to 5:00 p.m. The event is free, though parking is

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A Writing Lesson from the Magic Kingdom

I recently spent the day visiting the granddaddy of all theme parks and the noisy teenager that just moved in next door – and came away with a simple truth about writing.

JOYCE'S VOICE



By Joyce Krieg
Central Coast Branch

Disneyland was like catching up with an old childhood friend and discovering he'd held up remarkably well over the decades, hardly changed a bit. But California Adventure left me cold.

Apparently I'm not alone. Rivers of ink over the performance of Disney's new theme park have flowed in the trade and business press, usually featuring words like

"flop" and "disappointment." The analyses as to exactly what went wrong range from miscalculations in the ticket pricing structure to failure to take into account that most Disneyland visitors come from within the state, and we're already living a California Adventure on a daily basis, thank you very much.

On paper, California Adventure should have worked. The concept: to faithfully recreate, on a smaller and sanitized scale, beloved landmarks of the Golden State. Thus you can walk under the Golden Gate Bridge, hike in a redwood forest, ride a beach boardwalk roller-coaster, tour a sourdough bread factory, visit a Hollywood back lot, and stroll down what I assumed was supposed to be a street in San Francisco's North Beach, minus the strip joints.

Like I said, on paper it sounds like a winner. But as I stood under a replica of the rotunda of the Palace of Fine Arts, I felt only cold and empty, with a desperate longing to head back to dear old Disneyland. Then the simple truth – the truth that seems to have eluded all of Disney's corporate big-shots – struck me: Disneyland is all about *characters* and *stories*, whereas California Adventure is devoted to *places* and *things*.

If you've ever visited the Magic Kingdom, you know that nearly every attraction features a much-loved character and a well-known story. It's not just any castle, it's Sleeping Beauty's Castle . . . not just any submarine ride, but the Finding Nemo Submarine Voyage . . . not just any tree-house, but Tarzan's . . .

It's a lesson we writers ignore at our peril.

Mind you, this is coming from a writer who loves setting, who adores stories with a strong sense of time and place, be it Tony Hillerman's Southwest or Steinbeck's Salinas Valley, or James Ellroy's L.A. in the 50s. But without memorable characters and a story that grabs our interest, their works would be as sterile and soulless as that new theme park plopped down in the old Disneyland parking lot.

Disney's "Imagineers" have apparently gotten the message. During my visit, the giant solar wheel at California Adventure – the very symbol of the park – was closed for a make-over. As I understand it, the plan is to remove the golden face of the California sun and replace it with the smiling visage of the most iconic of all Disney characters.

Yep, it's the mouse to the rescue!



Adventures in Comparative Linguistics

By David Mathew Gray, Berkeley

This is a condensed excerpt from my copyrighted work-in-progress. Web of Languages: The Popular Science of Comparative Linguistics. Like anyone who is trying to sell a new product, I am handing out free samples.

Most of what we know about prehistoric people, those who lived before writing was

invented and history began, has been inferred from physical evidence that they left behind. Nevertheless, we have their own words, at least words that we can reconstruct, and can learn even more from them. Because those words are still used today, most of this discussion will focus on their forms in modern languages.

Prehistoric people not only personified and worshipped nature, but were heavily dependent on it. Two heavenly bodies, the sun and the moon, had a powerful influence on their lives. The presence or absence of the sun not only divided day from night, but its changing distance from places on the earth caused the passage of the seasons. ANNUAL was adapted from ANNUS, Latin for "ring" YULE was adapted from the Old Norse variant of WHEEL and CYCLE. (Even if prehistoric people were not fearful that Spring might not return, the pagan yule log comforted them with heat and light.) Phases of the moon marked a time period that was longer than a day but shorter than a year. MONTH is a derivative of MOON. The basic meaning of MOON is a verb, "measure". This is more clearly seen when we compare variants in different languages. Sanskrit MAS, Farsi MAH, Armenian MAHIG, Russian MESYATS, Pol-

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CWC Bulletin 2009 Schedule

May-June 2009

Deadline: April 24, 2009

July-August 2009

Deadline: June 26, 2009



Submissions: CWC members are invited to submit articles related to writing and the writing life via e-mail to Editor Joyce Krieg. Be sure to indicate "CWC Bulletin" in the subject field. Submissions are subject to editing for length and grammar. Sorry, we are unable to print news of members' sales and publications.

September-October 2009

Deadline: August 28, 2009

November-December 2009

Deadline: October 30, 2009

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Sail On! Insurance Information

The California Writers Club policies and procedures direct the central board to provide insurance for itself, the directors and officers (D&O), and the branches. Membership dues pay the insurance policy premium.

A glitch in the Internal Revenue Service files required purchasing standard insurance coverage last year. Because we are a legitimate California corporation, we had to sign up for commercial insurance at commercial prices. Once the IRS problem was resolved in our favor, we became eligible for insurance through the Nonprofit Insurance Alliance of California (NIAC).

Our agent and broker is Jay-Marie Garcia Insurance, AKA JMG Ins. Jay-Marie, and her husband Ron, have been working for your central board for several years and have always provided excellent service. JMG helped us reduce our insurance premium from more than \$5,000 last year to less than \$2,000 for the current year.

Liability insurance is the primary benefit

to all the branches. Virtually every venue suitable for branch meetings requires some form of liability insurance. Your NIAC liability is good for up to \$1,000,000.

NIAC breaks the liability into two categories: automobile and incident. As an example of an incident, a couple years back a member slipped and fell while walking into an East Sierra Branch meeting. Her hip injury was painful but not life threatening and took several months recuperation. The claim filed against our liability insurance was eventually denied when it was determined that

the accident was sufficiently covered by other insurance. [Footnote: East Sierra was also determined to be “not at fault.”]

Automobile insurance through NIAC is limited strictly to liability and is secondary to your individual automobile insurance. In other words, collision and comprehensive (damages) to your own vehicle are excluded and your insurance pays the first chunk of the claim against you. If your in-


surance is enough, CWC’s insurance skates free.

NIAC automobile insurance is only good when you are using your personal vehicle in the course of conducting business for your branch or CWC in general. What constitutes “conducting business” has been virtually beaten to death. The only definitive statement is that driving to and from meetings is NOT covered and driving to the bank (for the branch) IS covered.

The safe bet is to file an accident report with all the details and let the experts haggle over it — likewise for any kind of incident.

So, how do you file a claim? Go to your branch president to get the form(s). Fill out the requested information with as much detail as you can dredge up. Your branch president will fax or mail the forms to me and I will fax them to JMG. Note if you have pictures concerning the accident or incident, but keep them until requested. Include copies of police reports when they are available.

I’ve been in the midst of an automobile accident and I know how frantic and confusing everything is but follow all the experts advice and do not make any statements at all regarding who was or may have been at fault or what did or might have caused the accident.

Sail ON! 

PRESIDENT’S MESSAGE



By Casey Wilson
CWC President

Adventures in Comparative Linguistics

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ish, KSIEZIC, Latvian MENESS, French MOIS, Spanish MES, German MOND, Dutch MAAN, Old English MONA.

Two notes on pronunciation. The Polish variant shows the [K-M] interchange, which we also see in the English words KILOGRAM, KILOMETER, MILLIGRAM and MILLIMETER. Their common prefix means “thousand”. We use the Old Greek form when we multiply by one thousand and the Latin form when we divide by one thousand. The [N] in the Baltic and Germanic variants of MOON is a later addition. We got MEASURE from Latin, but also COMMENSURATE, which has [N] stuck in the middle.

In the original German libretto of *Threepenny Opera*, Mack the Knife is called Mackie Messer. The German word for “knife” is a compound of two Old High German words, MES and SEAH. The first is a variant of the English MEAT. The second

is a variant of the Latin SAXUM and the Farsi SANG, which mean “stone”. The Russian KAMIEN also means “stone”. Its Breton variant MAEN deleted the first syllable. Its Kashmiri variant KAIN deleted the middle consonant. Its Latvian variant AKMENS transposed the first consonant and the first vowel. All of these, so far, are synonyms, but its English variant HAMMER not only changed how the word is pronounced, but also what it means. The [H-K] interchange is also seen in the English HEART and its Old Greek synonym KARDIA, from which we got CARDIAC. The [N-R] interchange is also seen in Arabic BIN and IBN, Hebrew BEN and Aramaic BAR, as in BAR MITZVAH. These Semitic words all mean “son”. These words help confirm what archeologists already told us, about prehistoric people using stone tools.

If an actor is someone who acts and a baker is someone who bakes, is a daughter

someone who daughts? Even though this word does not exist in English, it has forms which translate as the verb, “milk”. The original meaning of daughter is “milkmaid”. Prehistoric people had domesticated animals and girls had the chore of milking the livestock. The Farsi DUSHIDAN, the Russian DOIT and the Polish DOJIC [DOYitz] are verbs which mean “milk”. As nouns, we have Sanskrit DUGDHA, Hindi DUD and Gypsy TUD, all of which mean “milk”. I first encountered the [D-L] interchange in high school when we studied the *Odyssey*. Its hero is called Odysseus in Old Greek, but Ulysses in Latin. Synonyms with the initial [L] include Latin LACTEUS, Romanian LAPTE, Italian LATTE, French LAIT, Spanish LECHE and Welsh LLAETH. Related English words are LACTATE and LACTIC.

If you are interested in dialog with David, his address is dmg1789@yahoo.com.



Draft Central Board Minutes – Jan. 25, 2009

Representatives present:

Berkeley: Linda Brown (Proxy) Central Coast: Joyce Krieg, East Sierra: Donna McCrohan-Rosenthal, High Desert: Barbara Schultz, Inland Empire: Harry Ramage, Long Beach: Allene Symons, Marin: Kathy Urban (Proxy), Mount Diablo: David George, Orange County: Carol Celeste, SF/Peninsula: Dale King, Redwood: Kate Farrell, Sacramento: Margie Yee Webb, San Fernando Valley: Lenora Smalley, South Bay: Marilyn Fahey (Proxy), Tri-Valley: Kathy Urban, West Valley: Dave Wetterberg, Writers of Kern: Sandy Moffett

Quorum: Present with 17 votes

Others present: Casey Wilson, president

Proceedings:

Meeting called to order at 8:30 a.m. at the Grand Californian Hotel in Anaheim by President Casey Wilson in the Chair with Carol Celeste, Secretary, present.

Minutes for the October 19, 2008, meeting were presented and approved.

Minutes for three Forum motions—CWC Centennial Logo, High Desert Branch Probation, SFV Suspension—were presented and approved.

Treasurer's Report:

Summary report dated October 1, 2008, to December 31, 2008, prepared by Kathy Urban was presented.

Wells Fargo checking account balance was \$37,161.01.

Wells Fargo CD maturing Feb. 15, 2009, \$17,958.60.

Wells Fargo CD maturing Mar. 18, 2009, \$5,313.77

Standing Committee Reports:

Executive: Casey Wilson reported that: 1) the attorney was dismissed in the Unlimited Publishing matter; 2) temporary probation of High Desert Branch was processed; 3) suspension of San Fernando Valley Branch was processed; 4) registering the California Writers Club trademark is underway; 5) CWC was registered with Federal Central Contractor Registration (CCR) System to be eligible for federal grants; 6) CWC was registered with Grant Station as a reference source for monetary grants; 7) CWC was registered with Tech Soup for low cost software donations to nonprofits; 8) alternatives for Executive Committee meetings were explored, e.g., chat room and virtual reality; 9) resignation from Rosanne Davis as webmaster was accepted; 10) NIAC was selected as the CWC insurance provider through JMG Insurance Brokers; 11) the

resignation of Dave LaRoche as forum moderator was accepted; 12) media contact list was distributed to branches.

Membership:

A report dated January 22, 2009, prepared and presented by David George shows 1080 members.

Action: David George will prepare a Centennial year lifetime membership discount proposal.



Yes, that's us, featured on the meeting announcement board at the Central Board's January 25 meeting in Anaheim. *Photo by Margie Yee Webb, Sacramento*

Bylaws, Policies and Procedures, and Standards:

A chair is needed. No changes have been made to the Policies & Procedures since Oct. 19. Casey Wilson asked that proposals for changes consider the effect on the whole document.

Finance:

David George and Kate Farrell joined Chair Kathy Urban as committee members.

Action: Linda Brown will discuss grant applications with Casey and Kathy.

Action: Finance Committee will prepare an operating budget for 2009-2010 by the July meeting.

Action: Finance Committee will post on the forum a call for suggestions for reducing travel costs. All reps are requested to submit ideas.

Education/Outreach:

Allene Symons reported that Bob Garfinkle is pursuing a new branch in Fremont and has the necessary information. Donna McCrohan-Rosenthal offered to work with an interested group in Tehachapi.

Action: Allene Symons will suggest a name change to better describe the charge of this committee.

The Bulletin:

Joyce Krieg announced a February 27 deadline for submissions for the next issue.

Action: Reps to ask branch editors to add Casey to their newsletter distribution lists.

Action: Joyce will email David George the publication date so he can send the printer a current roster in time.

Action: Joyce will present comments on electronic distribution at the April CB meeting.

Action: Sandy Moffett will coordinate member ads and forward to Joyce.

Action: Linda Brown will investigate corporate sponsors and give Joyce the information.

Scholarship: A chair is needed.

Ad Hoc Committees:

Centennial:

Map Subcommittee:

Distribution, sponsorships, a limited edition production and royalties for Joyce were discussed.

Action: Linda Brown will ask Friends of Joaquin Miller Park about placing a centennial plaque there.

Action: Donna will post press releases for branches to use in the forum.

Action: Donna and Casey will consult on Web site centennial information.

Action: Donna will email pricing on Land's End Centennial logo clothing.

Action: Reps to suggest to Donna ways to award centennial prizes and ideas for events.

Action: Reps to email Donna quantities they will obtain of the map.

Motion: to allocate 20 pens and ten tote bags for publicity purposes, cost absorbed by CWC state treasury. Moved by Donna McCrohan-Rosenthal, seconded by Sandy Moffett at 1:25 p.m. **Passed unanimously.**

Unlimited Publishing:

Motion: that the Central Board participate in a one-year pilot program in which the Unlimited Publishing program will be offered to all branches individually. Kate Farrell will serve as liaison between the CB, UP and individual branches to assure quality control. This does not constitute a promotion by the CB, nor does it authorize use of the CWC logo. In the pilot year submissions will be limited to no more than two manuscripts for consideration per branch. Moved by Allene Symons, seconded by Harry Ramage at 11:40 a.m. **Amendment:** Change the word "promotion" to "endorse-

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Showcase Your News Here!

CWC is embarking on a new program that promises to be a win-win! You get to announce your publications, congratulate a fellow member, or promote your writing-related business at a *very* low cost, and CWC raises some much-needed funds to help us continue publication of *The Bulletin*.

We're calling it "Our Members Announce" and it's basically a three-line classified ad that we're selling for only \$20 per insertion. That's right, only \$20 to reach over 1,000 fellow writers across the state!

Sandy Moffett with Writers of Kern is coordinating this program, so if you'd like to participate, contact Sandy at sm@sandymoffett.com. Please note this offer is available only to CWC members in good standing. Below is a sample of what this will look like:

Our Members Announce

John Steinbeck announces the release of *Cannery Row* (Viking, 1945), the adventures of a quirky marine biologist.

Experienced librarian offers book editing services. Poetry a specialty. Contact **Ina Coolbrith** at 510-555-1212.

Berkeley branch congratulates **Jack London** on the publication of *Call of the Wild* in the *Saturday Evening Post*. Way to go, Jack!

Ken Kesey is organizing a cross-country bus trip for writers. Details and reservations: email ken@oneflewoverthecocoosnest.com

Draft Central Board Minutes

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ment" to read "This does not constitute an endorsement—by the central board..." Moved by Joyce Krieg, seconded by David George at 11:45 a.m. **The amendment passed** with 16 Aye, 1 abstention. **The amended motion passed** with 13 Aye, 2 Nay, 2 Abstain.

Action: Kate Farrell will provide reps with submission information.

Festival of Books:

Action: Allene Symons will post Festival of Books information on the Forum.

CWC History Documentation:

Executive committee will investigate progress and determine course of action.

Anthology: Deadline is now mid Feb., on track for early fall publication. Direct questions to Igal at textract@rumpustory.com.

Action: Reps ask members for more evaluators to speed up process.

Old Business:

Branch leadership information to secretary: Carol Celeste reported that all branches submitted except SFV.

Charter Certificate by Dave LaRoche: The certificate was completed and sent to reps.

Action: Carol Celeste to send certificates to all branches.

New Business:

Nominating Committee Appointment: Sandy Moffett was appointed chair to produce a slate by April.

Webmaster: A replacement for Rosanne Davis is needed.

Action: Casey will create a one page site and Dale King will give him contact information for a possible Web master/designer.

Forum Moderator: Casey reported that there will be no motions accepted to the Forum until a moderator is appointed. Barbara Schultz volunteered to be moderator with mentoring from Dave LaRoche.

SFV Report: Lenora Smalley reported that Scott Sonders and his management team voted to withdraw from California Writers Club and have become the California Writers Coalition.

Motion: that any person who was a member of the San Fernando Valley Branch as of June 30, 2008, and who subsequently chose not to renew membership shall be offered the opportunity to reinstate their membership in California Writers Club without submitting writing samples or paying the enrollment fee, providing they rejoin by July

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Rejected by Reader's Digest

By **Bobbie O'Keefe, Peninsula**

I've submitted too many "shorts" to *Reader's Digest* to count them. Although other publications printed a couple of my fillers, I was never able to break into *RD*. So may I share with fellow writers one of my fondest and funniest family memories (and possibly, finally see it in print)?

I'm the oldest of four sisters, and when our mother was undergoing hip replacement surgery the four of us gathered together in the waiting room. Once we learned the procedure was successful, we went out to lunch to give Mom time to recover from the anesthetic before descending upon her.

I ordered a hamburger (I'm very adventurous), the sister nearest in age to me ordered a French dip (just a little bit more worldly than a hamburger), and the two younger ones wanted turkey sandwiches. When the order came one sister tried to help the waiter. Pointing to each person in turn, she said, "I'm the French dip, she's the hamburger, and those two are turkeys."



Festival of Books

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\$9 per day. Author events are free but require advance ticketing except for outdoor venues. For further information, including driving directions, map, ticketing and program updates, see www.latimes.com/festivalofbooks.

Since the goal is to promote California Writers Club at this world-class venue, we will distribute the brochure with contact information for all branches, including websites and meeting locales. Our limited space does not allow displays from individual branches, and we do not sell books at the festival nor promote the work or services of individual members apart from the combined book cover display.

Last year, when Festival weekend turned out to be unusually warm, we were lucky to have a booth in one of the coolest spots on the UCLA campus. We anticipate another lucky year in every way, especially with our message of 100 years of California Writers Club history. So if you love books (and who among us doesn't?), the Festival of Books is "book central," and an excellent way to celebrate our Centennial.



For years, CWC has proclaimed itself to be the oldest writers club in the country. This assertion has been firmly anchored in the history of the Berkeley branch, founded in 1909. However, as Berkeley president Al Levenson says, "in the CWC's centennial year we learn we've been guilty of a false claim." According to the web site of the National Press Club, "On March 12, 1908, thirty-two newspapermen met at the Washington Chamber of Commerce to discuss starting a club for journalists. At the meeting they agreed to meet again on March 29, 1908 in the F Street parlor of the Willard Hotel to frame a constitution for the National Press Club." As Al puts it, "Although the members of our grand old club are undiminished by the revelation, it would be hubris to continue to claim absolute primacy. As president of the Berkeley branch of the California Writers Club, *the oldest writers club in the country west of Washington, D.C.*, I hereby tip my hat in homage to our more senior colleagues on the right coast."

Write Angles -

Al Levenson, Editor

Central Coast

Recognizing that knowing how to pitch is a key skill in selling a screenplay or novel, Central Coast volunteers are busy putting together the branch's first Pitch Practice Workshop, scheduled for May 2 at the Sunset Center in Carmel. President Harold Grice says, "The pitch is the first crucial, all-important presentation of a writer's idea for new works. It is the wedge that opens the door to discovery and a writer must be concise and to the point, grabbing attention with good content and delivery. Like a super salesman, the writer must nail the moment and make his work *the one*." For more information on the Pitch Practice Workshop, visit www.centralcoastwriters.org.

Scribbles - Joyce Krieg, Editor

East Sierra (Ridge Writers)

Lois Henry, metro editor of the *Bakersfield Californian*, gave Ridge Writers an inside look at today's newspaper industry, and it isn't pretty. The cost of newsprint and ink are at an all-time high, while readership and ad revenue is at an all-time low. As speaker reporter Gary Hareland puts it, "We can readily see the dilemma facing large news-

Branching Out

"Nuggets from the Newsletters"

papers. The easy and free access to stories on the Internet is one of many exasperating factors causing the print media to fail."

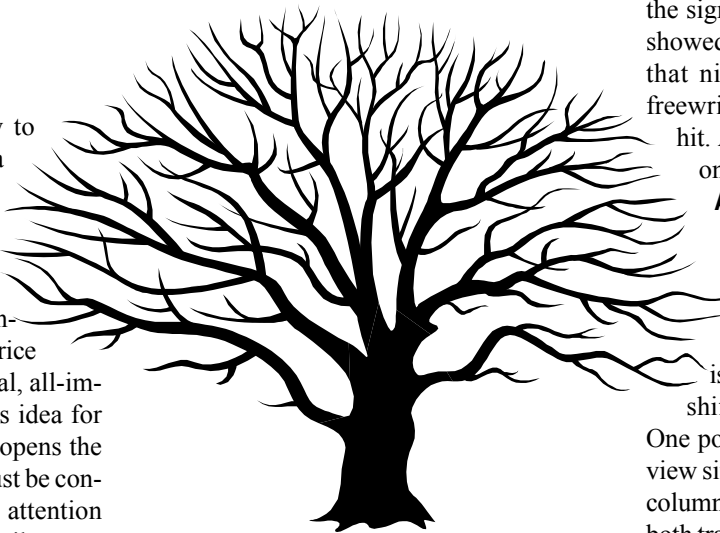
Writers of the Purple Sage -

Liz Babcock, Editor

High Desert

Award-winning author Christina Hamlet points out to High Desert members that, according to psychological research, it takes 21 days to break a bad habit or instill a new one. She says, "You need to make writing a regularly scheduled activity in your daily routine. Ideally, it should be at the same time and place every day and should be treated like a class or appointment that you can neither be late for nor skip. If you can do this for 21 days straight, it will be a fully ingrained part of your psyche by Day 22."

Ink Slinger - George Robinson, Editor



Inland Empire

While most writers spend a great deal of time and thought on their opening paragraphs, Inland Empire President Kathryn Wilkens reminds us that it's equally important to focus on the ending. "A good ending not only focuses on the promise of the beginning, but it gives you the opportunity to leave your reader with something to think about, to reinforce the take-away value of your piece. It's your last chance to make an impression." She suggests we take a cue from classical music composers. "When you listen to a symphony, can't you tell when it's about to end? The composer may signal the finish with a slowing tempo,

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more stately music, or a repetition of earlier themes."

Fresh Ink -

Laura Hoopes, Editor

Long Beach

At first it looked bad. Thanks to an electrical emergency and short notice, the Long Beach branch had to cancel our February program. The newspaper had already announced a special CWC writing workshop, co-sponsored with another nonprofit organization. Then the electrical problem caused closure of our branch library and we didn't even have time to notify the newspaper, only tell our members by e-mail. So much for outreach. At least we managed to obtain permission to post two big signs on the shuttered library's front door. One said the workshop had been rescheduled for a month later. The other sign said we would meet as planned but with a substitute program at another library several miles away. That other library allowed us to post our meeting sign, too. Lo and behold, we had a good turnout, several visitors who had seen the signs posted on one or another library showed up, and four new members joined that night. The last-minute program, a freewriting session, turned out to be a big hit. And the original workshop is back on track for next month.

Allene Symons, Program Chair

Mt. Diablo

As most every author knows, the work doesn't end when the book is published. Instead, the author must shift into sales and marketing mode. One possible promotional outlet is the review site www.allbooks.com. According to columnist B. Lynn Goodwin, "They review both traditional and POD publishers, do not charge for reviews, and offer extensive coverage for 12 months if you purchase a promotional package, which costs less than \$50." While Goodwin cautions that the emphasis on sales promotional packages offsets the impact of the site, it clearly is meeting a need for some authors as it has twice been named to the Top 100 Websites for Writers by *Writer's Digest*.

The Write News -

Catherine Accardi, Editor

Orange County

President Carol Celeste did some musing

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Branching Out

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on a recent article in the Harvard Business Review "The MFA is the new MBA" about creative writing skills in the business marketplace. Carol says, "The skills we acquire and practice as writers are merging with economic realism, if there is such a thing. The ability to develop stories, change minds, manipulate language to promote causes, hold value in the new economy. Finally, left brain is out, right brain is in. It should be easy to convince potential employers that our writing skills hold the key to economic abundance, for them and for us, given our skill at manipulating language. Economic realism, here we come. Show us the money."

Orange Ink – Cora Forestner, Editor

Peninsula

Peninsula continues to keep busy planning its Jack London Conference, scheduled for October 10-11 at the Royal Crowne Plaza in Foster City with the theme "Call of the Wild Mind." Conference Chair Dale King is excited about landing another major keynote speaker, Dr. Fred Alan Wolfe, a.k.a. Dr. Quantum from *What the Bleep Do We Know?* Peninsula also recently sponsored a writing contest at College of San Mateo, and as Dale puts it, "Because of this bridge with College of San Mateo, numerous professors will be attending our conference. And because the Dean at CSM deemed it Continuing Professional Education, CSM pays their tuition to the conference. This is the sound of two hands clapping!"

**The Peninsula Writer –
Linda Okerlund, Editor**

Redwood

President Karen Batchelor believes strongly in the value of critique groups. She says, "Some folks are confused about the purpose of these groups, believing that the writers assemble just to 'tear something apart.' Not true. In fact, that attitude can be harmful. Contrarily, the 'all roses and sunshine' approach is just as bad. So what is the goal of critiquing? According to my dictionary, a critique is an 'analysis, assessment, evaluation'." Karen also notes that a group can be helpful in developing discipline. "It's much easier for me to get something written when I know my group is depending on me. I work well with deadlines,

and my writing projects move forward to completion."

**The Redwood Writer –
R.K. Koslowsky, Editor**

Sacramento

Writing about current events, or just curious about what's going on in the world? President Margie Yee Webb tips us to www.newseum.org, where you can access pretty much any newspaper in the world. Margie tells us, "The website is part of the Newseum, an interactive museum of news and journalism located in Washington, D.C., near the White House, U.S. Capitol and Smithsonian museums. Click on 'Today's Front Pages' to select by Gallery, List or Map. After selecting a front page, the newspaper's web site is just a click away. On one particular day, there were 691 front pages from 71 countries. Amazing . . . read all about it!"

Write On – Julie Bauer, Editor

South Bay

We hear much discussion about blogs, and how they can be an important marketing tool for writers. Why? Bill Belew has some thoughts. For one thing, it gives you a ready answer if an agent or editor asks, "Have you written anything before?" A blog also enables you to prove that you have a faithful following of loyal readers, and that there's a market for your book.

Writers Talk – Dick Amyx, Editor

Tri-Valley

President Kathy Urban passes along wisdom gleaned from Ken Robinson's book *The Element: How Finding Your Passion Changes Everything*. Kathy says, "His chapter on 'Finding Your Tribe' made me think about the CWC Tri-Valley Branch and how lucky I am to have all of you in my life. He opens the chapter by explaining that connecting with people who share your passion is a primary component of being in your Element. It can be very liberating to share your passion with other like-minded friends who support you and encourage your endeavors."

**Write Around the Valley –
Kelly Pollard, Editor**

West Valley

Veteran television producer Bob Banner told West Valley members that it all starts with the script. "If the producer or director

has trouble selling the story, it's usually not the story idea that's at fault, but the way the story is written," speaker reporter Lenora Smalley says. "Excellent advice for a writers club! . . . writing, or a good script, is the foundation of any top quality production."

In Focus – Kathy Highcove, Editor

Writers of Kern

Many of us have been drawn to writing in order to leave a legacy of our life's experiences or our family's history. Martin Gorsching offers some tips for prying precious memories out of our relatives: Pick your source – what the news industry would call a Subject Matter Expert (SME). Put together a list of questions. Invest in a recording device. It can be a digital recorder, but as Marty says, "Your kids might find it an interesting excursion into the Dark Ages if you dig out that old Sony reel-to-reel." Bring a camera. Choose a comfortable spot for the interview – when it comes to family histories, the kitchen table often works best. Use your question list, but don't stick to it rigidly if the conversation flows into interesting new directions. Be sure to follow up with a thank-you note and a copy of your story or article.

**The Write Way –
Marty Gorsching, Editor**

Central Board Minutes

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1, 2009. Moved by Joyce Krieg, seconded by Dale King at 3:14 p.m. **The motion passed** with 16 aye, 1 abstain.

Action: Executive Committee will send a letter to members as of June 30, 2008, to the present informing them of the situation and asking them what they want done with funds paid to the CB.

Action: Kate Farrell will prepare a draft questionnaire to accompany the EC letter.

Scholarship Committee: Allene Symons volunteered to chair the committee. Announcing a Centennial competition during California Writers Week to be awarded in 2010 was discussed.

Next meeting: April 19, 2009, in Oakland. Details pending.

Motion: to adjourn at 3:55 p.m. moved by Dale King seconded by Donna McCrohan-Rosenthal. Motion passed unanimously.

Respectfully submitted,
Carol Celeste
Central Board Secretary



Progress Report on CWC Anthology


By Dave George, Mt. Diablo

Igal Levy, Chair of the Editorial Board for the new CWC Literary Anthology project, would like to thank all of the members who sent in submissions. Many but not all acknowledgement emails have been sent out. The editorial board is still reviewing the submissions and building a tracking spreadsheet.

Two hundred thirty-six submissions in total were received, which break down as 55 non-fiction essays, 98 short stories, and 78 poems. At last check, five submissions had not yet been categorized. So far, 43 works have been approved for publication, 22 could be approved, and 30 have been rejected.

In addition to Mr. Levy, the editorial review board consists of published authors and members Alice Wilson-Fried, Juanita Martin, and Gail Francis, as well as members Veronica Rossi and Laura Fischer.

The publishing target timeframe continues to be September or October of this year. The publisher, iUniverse has agreed to publish the CWC Anthology without cost to

the club. If you have a good idea for cover design art, please email a sample to the Anthology Editorial Board at CWC_Anthology@yahoo.com (note the underscore between "CWC" and "Anthology"). Thanks for everyone's interest and patience. 

**Next CWC
Central Board
Meeting
Sunday, April 19
8:30 a.m.
LaQuinta Hotel,
Oakland**

Each branch is entitled to send one representative as a voting member to the Central Board meeting. All members in good standing are welcome to attend as observers.

CWC on the Cat Walk!



Barbara Schulz from High Desert models the latest in CWC Centennial attire, a down vest featuring an embroidered Centennial logo. This item is available for a donation to CWC. If interested, see your Central Board representative. *Photo by Linda Brown, Berkeley*



The Bulletin

**California Writers Club
PO Box 1281
Berkeley, CA 94701
www.calwriters.org**

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**Your Book Cover Could Be
on Display at LATFOB!
See Page 1.**