

THE BULLETIN

California Writers Club

Vol. 2015 No. 2

Autumn / Winter 2015

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The Bulletin is the official publication of California Writers Club, an educational nonprofit 501(c)3 corporation. This is the e-edition now in circulation as of November 2015.

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California Writers Club
PO Box 201
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The Ina Coolbrith Award –

**Ray Malus, Creator of MRMS,
Receives CWC's Highest Honor**

by Bob Isbill, High Desert

Ray Malus, formerly a Central Board Rep for the San Fernando Valley Branch of the California Writers Club, has recently been voted by CWC Central Board members to receive the coveted Ina Coolbrith Award for exceptional service to the organization.

The award is named after California's first Poet Laureate, who was a contemporary of Jack London's and also one of the CWC's founders.

Malus, an experienced computer programmer, devised the incredible tool that is now used by CWC branches throughout California to literally do in a "click" what once took hours. The "Member Record Management System" (MRMS) is a program created by Malus on his own time and at his own initiative when he became aware of the tedious, time consuming, and inefficient method of reporting that fell primarily to the Membership Chairs and Treasurers of each CWC branch.

The High Desert Branch was among the first to recognize the quality and value of the MRMS program, and to volunteer to try the system. Members may log on with their user name and password by selecting the branch they belong to, and signing on. The system gives contact access to other members within their home branch. Special "Peer Lists" may be accessed by those holding similar positions within the various branches. For example, Publicity Chairs can pull lists of other Publicity Chairs in other branches for convenient contacting; Treasurers may contact other Treasurers, and so forth.

The system provides information within the branch so that State Treasurer and State Membership reports can be easily and accurately generated.

Malus invested hundreds of hours in developing this MRMS program, for which he richly deserves the gratitude of every CWC member, and certainly is worthy of its highest recognition.



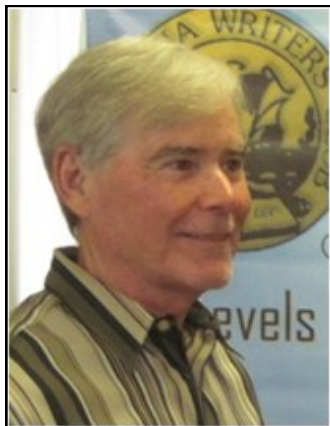
Ray Malus



President's Corner

by **David George**

Changes, Changes, Changes ...



Perhaps you have noticed that a few changes have occurred at your branch this fall? New president or board? New meeting location or website? Well, changes have come to the state organization also. Change is good for the most part, even for a venerable, 106-year old organization like the California Writers Club. It keeps us all on our toes.

One of our most visible changes at the state level is our statewide newsletter, *The Bulletin*. The Central Board voted recently to convert *The Bulletin* to an electronically distributed format. We hope that everyone, first and foremost, reads it “cover to cover.” It contains the same interesting information about happenings at your fellow branches, but with a new and more colorful format. Many of the capabilities enjoyed by branch newsletter editors for years, but which were limited in a printed/mailed edition, are now available to our new

Bulletin editor, Rusty LaGrange. Please join me in a thousand thanks to our former *Bulletin* editor, Joyce Krieg, for her years as our inspired *Bulletin* editor. And please join me in wishing Rusty many years of reward and fun with the “e-*Bulletin*.”

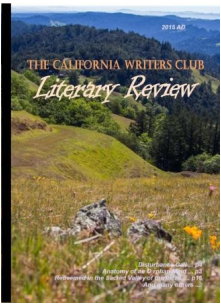
One publication from the state organization that will remain in a printed/mailed format is our annual Literary Review that celebrates our Club authors in prose and verse. But the ever-increasing cost of producing a quality printed and mailed publication takes a real bite out of the state budget. Instead of raising member dues – something that has not occurred for many years – the state leadership added a \$10 Literary Review submission fee for next year’s edition to help defray print and mailing expenses. Note that this is NOT a reader fee, since all of our generous Lit Review editors are volunteers. Nor is the submission fee a statement about the financial health of our club. The state organization has adequate reserves to sustain our viability well into the future, but it is always a good idea to balance our income and expenses each year.

I’d like to close with a change that we all like to hear about. The CWC is growing! Please welcome our two newest branches into the fold. “CWC Coastal Dunes”, which meets in Nipomo (along the Central Coast) was officially chartered at our July Central Board meeting. Many thanks to member, Catherine Kitcho, for successfully mentoring the new branch into existence. Our 21st branch, the “CWC North State Writers” was officially chartered in a ceremony at their Chico meeting locale in September. A big shout-out to Tom Watson for founding our newest branch and pushing it over the finish line.



When a storyteller effectively communicates his or her vulnerable moments, they leave their audience with the most memorable impressions.”

Quote from Judy Kohnen,
Programs and President of Inland Empire branch



THE 2016 SUBMISSIONS WINDOW IS OPEN

<http://calwriters.org/submissions-welcome-for-2016-literary-review/>

The 2015 CWC *Literary Review* is published. Is your work included? Will over 2000 readers be captivated by your prose, or lulled by the karma in your verse? Some of these readers are editors, others are publishers. Your work may find itself on the glossy pages of the next *Review*—but only if it's submitted.

The submission window for the next issue is open, and will remain unattended until the end of November. We will accept up to two pieces per member. At www.calwriters.org you will find the guidelines. This next issue, 2016, will exceed the quality of its predecessors because improvement is the CWC goal -- every year, you're a better writer, the *Review* a better publication. Is it time *your* work found this distribution? Is it time?

Our process: When received, your work is read and assessed by three qualified editors using standardized rules for grammar, structure, and story development. They apply their seasoned opinion — each giving comments and grade. The three grades, one from each editor, are averaged and the piece finds its way into a global ranking. The work garnering the highest grades is included in the publication, and those comments, unexpurgated, are sent to the author.

Our vision is growth for the *Literary Review* — to find institutional support, and to see it in bookstores. That's possible with quality content, and that content comes from you. You know the value of showing up in a publication, your name and story or verse in print. Submit. Submit now and everyone wins.

- Dave LaRoche

Jack London Honorees for 2015

Barbara Bentley (Mt. Diablo),
Carole J. Bumpus (San Francisco / Peninsula),
Arthur Carey (Fremont Area Writers),
Paula Chinick (Tri-Valley),
Doug Fortier (Writers of the Mendocino Coast),
Jeanette Fratto (Orange County),
Steve Liddick (Sacramento),
Dwight Norris (High Desert),
Leslie Patiño (Central Coast),
Colin Seymour (South Bay),
Jeane Slone (Redwood Writers),
Daniel Stallings (East Sierra),
Joan Steidinger, Ph.D. (Marin),
Dennis I. VanderWerff (Writers of Kern).

Congratulations, once again.



Jack London Award winners 2015 assembled for ceremony this past summer. The award is given out alternate years to a deserving member of each branch whose dedication to service and duty is significant.

Spotlight on Sacramento Branch

Reaches 90th Year; Promos Book Harvest & Parties



Sacramento Branch Charter



Displaying CWC Sacramento 90th Anniversary Celebration Charter - CWC President David George joins Sacramento Board and Volunteers Oct. 17, 2015

- Photo by Denise Lee Branco.

More On
Page 13

YA Books Gathered for Harvest Theme

DO YOU HAVE A CHILDREN'S CLINIC ?

CWC Sacramento Branch is raking in the harvest this year to bring a special gift to the children in the Sacramento area. As writers, we know the greatest gift anyone could give is the joy of reading.

Whether a picture book or traditional rendering, what a warm and fuzzy feeling only a book can give. We have selected UC Davis Children's Hospital to receive this year's gift. We are asking for your help by donating new and gently used books for preschool through middle-school aged children.

Bring your Children's Book Donations to any of these Upcoming Events:

Nov. 13, 2015: Open Mic -- Barnes & Noble, Citrus Heights

Nov. 14, 2015: Local Author Event -- Folsom Public Library, Folsom

Nov. 21, 2015: Luncheon Meeting -- Cattlemens, Rancho Cordova

Dec. 4, 2015: Writers Network -- IHOP, Rancho Cordova

Dec. 5, 2015: Holiday Social -- Marie Callender's, Citrus Heights

Please contact Margie Yee Webb at mywebb@sbcglobal.net for information. Please use "Book Harvest" in the subject line.



CWC Board President David George, 90 year charter, Sacramento Board with volunteers. Photo by Denise Lee Branco.

"Throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."

-- Mark Twain



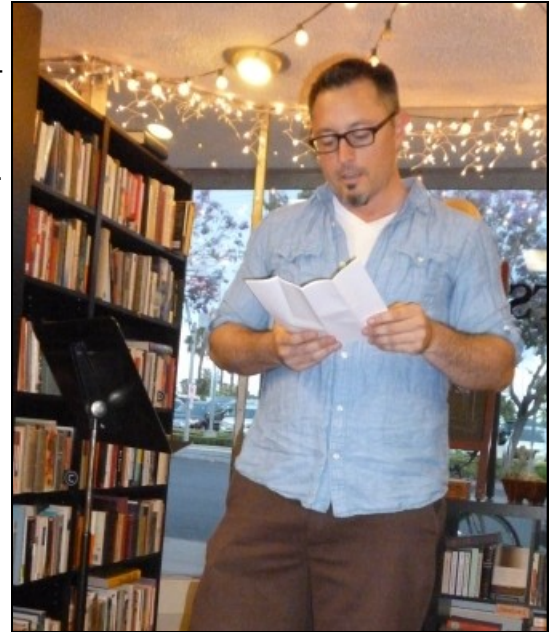
Long Beach

A new venue for 2016, a half-day workshop on self-publishing, and a growing relationship with a local indie bookseller are all on the horizon for CWC Long Beach.

By changing branch library locations starting in January, the branch will gain several advantages, or conversely, solve three problems. The décor of the current community room reflects its frequent use for events for children and has become too small for the expanding CWCLB membership. The new space offers a more professional ambiance, has more room, and adds a desirable suburban mix. Located three miles north of the current meeting site, it offers outreach opportunities in the Lakewood residential district of greater Long Beach.

In the coming year, the branch will present a half-day workshop on self-publishing, marking the second time CWCLB has sponsored such a workshop.

Another plus for the new location is its proximity to Gatsby Books. The retailer is increasingly a partner for CWCLB open mic events and launch parties for branch authors. Gatsby Books, which sells both used and new books and is a member of the Southern California Independent Booksellers Association, is an innovative indie with a lively schedule of author and book-related events, including those of CWC Long Beach.



Max Evans shares his read during an open mic event at Gatsby Books

Writers of the Mendocino Coast

Ekphrasis is "art describing art," our October program, its third year of collaboration with a local artists co-op to present a page of prose or poetry that inspired art or was written in response to the art pairings of 20 artists-writers. Member Ginny Rorby received the Arts Council of Mendocino's Art Champion Award, 2015, the first winner from the literary arts. Our November speaker, Joan Frank, will feature detail in writing with "No Life But in Things."

Doug Fortier

San Fernando Valley

The San Fernando Valley branch, with its sixty-two members, is growing and outreaching into our diverse community. We have begun a campaign to meet with the creative writing faculty at the colleges and universities in the area, sharing our mission and up-coming programs. Additionally, we are contacting the staff at brick-and-mortar bookstores and public libraries. Our goal is not only to spread the word, but also to engage with writers of all genres and ages to expand our membership.

Continued on page 6



Branch News continues

San Fernando Valley

Ten of our members have published at least one new book in the last two years. Our five critique groups have been instrumental in motivating and encouraging our members to achieve literary growth of which the author may be proud.

During the next six months our programs will feature speakers who are successful in several genres: mystery, lesbian romance, ghost writing, and publishing. We have had the delightful and Writers' Guild award-winning television sit-com writer, Irma Kalish, share her experience in the man's world of early TV scriptwriting; Corinne Litchfield, Social Media Consultant helped us to understand the facts and fallacies of the social media world. In November, Naomi Hirahara, a local mystery writer will share her thoughts, "Flourishing in Blockbuster Times."

After our Book Fair in December, our January speaker Anne Perry, an international author of over eighty books, will speak about writing from detailed outlines—scene-by-scene "To Outline or To Not Outline. That is the Question."

San Fernando Valley Branch is contemplating an anthology. It is in the talking stage at this time. There is much to be considered. We know that we wish to have our members' submissions blind-judged by another branch of CWC, preferably of like size, approximately 65 members, and on a reciprocal basis.

We are looking forward to energy, inspiration, education, and successful writings throughout the year. Each speaker's review appears in our newsletter *The Valley Scribe*. It is online for you to read, <https://cwc-sfv/ValleyScribe/>. Enjoy. Keep sharing. We all can benefit from the ideas, successes, and failures of each other.

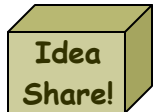
~~Andrea Polk, CWC-SFV
President

Tri-Valley

Tri-Valley Writers celebrates California Writers Week and our published members at two area libraries. The Pleasanton Library display is a 3-D display that showcases CWC, our members' books, and a "Save the Dave" for our upcoming 5th annual high school writing contest. The Livermore Library display is an 8' x 3' display board next to the café that showcases CWC Tri-Valley Branch.

Coming December 19, 2015 — Workshop A La Carte

Have you poured your heart and soul into a draft of your novel or spent the month of November writing 50,000 + words for NaNoWriMo, and now don't know what to do with all your effort? Perhaps you are not sure if you have hooked your reader. Maybe you are stuck with the muddle in the middle. Then join us on December 19, 2015 as we hold a "Workshop A La Carte" in which attendees will be able to join in on three out of five table-top discussions on topics such as: attention grabbing beginnings, avoiding the sag in the middle, developing realistic dialogue, writing to the promise, and the art of interviewing, or the killer sentence. Attendees will take away ideas and concrete examples of ways to improve their writing.



Mt. Diablo

Our branch does not meet in July or August while the board plans the coming year. In September, our speaker was Grant Faulkner from NaNoWriMo who not only encouraged us to write as much as possible in November, but also emphasized his other passion: 100-word stories.

Two years ago we encouraged our members to submit 100-word stories to our newsletter. There were skeptics, but lo and behold, the results were plenty of good stories using only the most apt words. It's a practice well-known to poets and results in fine reading, fiction or non-fiction.

In October, we brought back the brilliant Amanda McTigue. She led us through several exercises on showing emotion. Not only did we learn how scenes are experienced from various points of view, we saw that quite a lot of writing can be accomplished in two minute exercises!

~~ Elisabeth Tuck



Branch News continues

Coastal Dunes

At our monthly meeting on October 3rd, the Coastal Dunes Branch officers presented a mini-grant and certificate of appreciation to the Nipomo Library for their support in promoting the fledgling branch's meetings, spreading the word about the club, and providing a place to meet. Bravo!!



Pictured from left to right: Coastal Dunes President Chris Ghormley, Nipomo Library Staff Member Debbie Park, Nipomo Library Manager Kim Pendleton, and Coastal Dunes Founder and Mentor Catherine Kitcho.

East Sierra

We had a busy September in Ridgecrest, and October promises to follow suit. Our Sept. 11-12 Weird Weekend ("celebrating the stranger side of the desert") on Friday the 11th featured Coastal Dunes vice president Jenna Elizabeth Johnson, paranormal author extraordinaire. She spoke about "Lorehnin: A Novel of the Otherworld" over tea and scones at My Enchanted Cottage and Tea Room. On Saturday the 12th, we held our Weird Storytelling Competition in the afternoon (with judges Richard Reed of the Riverside Dickens Festival and Dennis VanderWerff and Dan McGuire of Writers of Kern) and the original interactive murder mystery "Hello Out There" by members C.R. Rowenson and Daniel Stallings in the evening.

A few days later on Sept. 17th, we presented a Family/Oral History panel discussion in partnership with the Historical Society of the Upper Mojave Desert; the accompanying potluck dinner featured dishes prepared from old community, church, and school cookbooks that participants donated to the HSUMD collection after the event.

**Idea
Share!**

Saturday, Oct. 17, brought a Local Author Showcase jointly produced by East Sierra and the Ridgecrest Branch of the Kern County Library. We wrapped up the month with a display at Ridgecrest Branch library honoring California Writers Week.

~~Donna McCrohan Rosenthal

Fremont Area

Fremont Area Writers is sponsoring a writing contest for 10th grade students in Fremont, Newark, and Union City. The contest is being planned by Liz Breshears, community outreach coordinator, and will be based on essays about "My Life in the East Bay." A summer book sale held in the Fremont Main Library resulted in the sale of 21 books by FAW members. An Open Mic is held for writers and poets on Mondays following meetings.

FAW members are enjoying the opening of the sci-fi film "The Martian." Andy Weir, who wrote the N.Y. Times best-selling novel the movie is based on, spoke to our writers' group last fall.

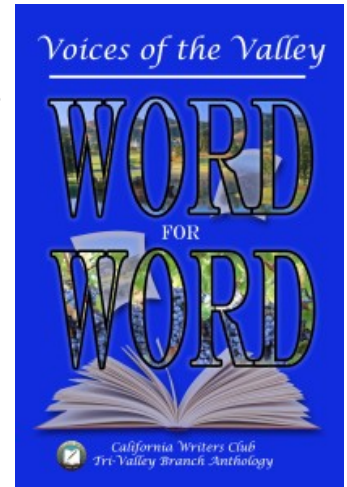
~~ Art Carey

ANTHOLOGY Round Up

Trumpets are sounding. Hear the drum roll. Tri-Valley branch's third anthology, *Voices of the Valley: Word for Word*, is in its final revisions before printing and becoming available. This volume will publish 28 short stories, 29 poems, 24 essays and memoirs from our members, including the winners of this branch's high school writing contest.

The Tri-Valley Branch and its board continue to support the ambitions of our members by creating this professional publication. Our authors have contributed diverse and noteworthy prose and poetry; the anthology committee has worked diligently to aid contributors in polishing their submissions; and our stellar copyeditors have perfected the manuscript. Everyone involved in this project looks forward to sharing the fruits of their labor with our fellow members, their families and friends, other CWC branches, and the reading public.

Advance sales to CWC members begin now. Please fill out the early-bird, pre-pay order form. Orders outside of Tri-Valley branch will be accepted via snail mail thru November 2015. Print out this form and mail to:



CWC Tri-Valley Branch

Attn: Anthology

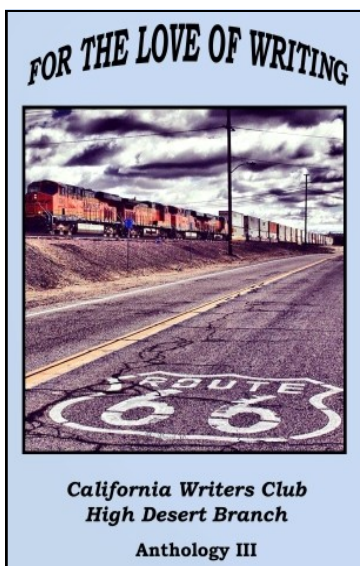
4682 Chabot Drive #10953

Pleasanton, CA 94588

To Order Voices of the Valley: Word for Word

Send your name, phone, email address, quantity of books @ \$15/each (Tax included) with the total purchase amount in a check, and include the check number to the address in the blue box.

TVW will gladly accept orders past the stated deadline; however, TVW needs to place our first order by November 15, 2015 to ensure timely delivery—hence the early-bird deadline of November 14 *must* stand. For those orders placed after November 15, but before December 1, 2015: TVW can't guarantee mid-December delivery, but will keep the early-bird price of \$15 each. Also, anyone can purchase via Amazon once we release -- approximately November 15, 2015.



High Desert Offers Third Anthology — *For the Love of Writing*

High Desert Branch is setting its release date this month for its club anthology — *For the Love of Writing* — a self-published book of 53 authors' works. The titles include short stories, memoir, and poetry. The book showcases over 50% of their authors' quality prose and creativeness.

Although the branch covers the territory known as the Mother Road, Route 66 is not its theme. But we must admit that the photo cover by Jay Earl is true to the memories that many members share. Look for it at Amazon or www.hdcwc.com. We now have PayPal.

Anthology Round Up continues on page 17



Branch News continues

High Desert

Blakely Memoir Project

Members of the High Desert branch and staff of the Academy for Academic Excellence were presented with a plaque commemorating the 2015 Dorothy C. Blakely Memoir Project as “significantly contributing to the culture of the community and enhancing the Town's pursuit of a Better Way of Life.”

2015 DCB Project Director, Mary Langer Thompson, HDCWC President Dwight Norris, DCB Project Founder, Bob Isbill, together with Academy for Academic Excellence teacher-coordinator Charlotte Wilmeth-Street and AAE Principal Lisa Lamb accepted the Proclamation from Mayor Larry Cusak and members of the Apple Valley Town Council.



Left to right Lisa Lamb, Art Baker, Charlotte Wilmeth-Street, Barbara Stanton, Mary Langer Thompson, Mayor Larry Cusak, Dwight Norris, Scott Nasif

Photo By Bob Isbill

The Dorothy C. Blakely Memoir Project was designed to memorialize stories of senior citizens by teaching memoir writing to local high school students who then paired up with members of the older generation and wrote a 3,000 to 4,000 word story about their lives. The stories were then critiqued by members of the HDCWC and revised by the students who then submitted them for inclusion in the 2015 anthology, “All Our Yesterdays.” The HDCWC presented the four best student-writers with scholarships, and upon graduation twenty students became published authors. The book and the 2014 anthology, “It Shall Be Recorded... A Collection of Memoirs” are available at amazon.com.

~~ Bob Isbill,

Programs / Publicity Director

South Bay

The South Bay Writers continue to meet on the second Monday of the month at Harry's Hofbrau in San Jose where they have been actively focusing on practicing the craft of writing. Since their August meeting, they have been inviting guest speakers focused on various aspects of the craft. Vice President Jenni Everidge hosted a National Novel Writing Month (NaNoWriMo) write-in during the November 9th monthly dinner meeting to encourage crossover in the various writing communities in the area.

In July, South Bay Writers hold an annual branch picnic hosted by Edie Matthews. In December, the branch celebrates the holiday season with their annual holiday party hosted by Hospitality Chair, Carole Taub.

~~ Patrick McQueen



Branch News continues

Central Coast

Central Coast Writers are happy to announce a membership of 137 writerly folks according to MRMS, and is the fourth highest branch membership (out of 21) in the state. (Look out, Sacramento, we're only 4 behind you!) Last year at this time, we had 107 members, and lost only 17 members during the membership renewal period. Sadly, three of those were due to deaths.

Why does this branch keep growing at a good pace? We've had a variety of consistently high-caliber speakers brought in by our Program Chair Dorothy Vriend. We use our website, newsletters, and timely postcards to remind members of what's coming up each month.

We gather at 5:30 pm, an hour before the business meeting and speaker, at Point Pinos Grill, a lovely and top-notch restaurant, which has good dinner prices and wine, thus encouraging lively conversation and time to meet and greet newcomers. The wonderful opportunity to network is our "dessert."

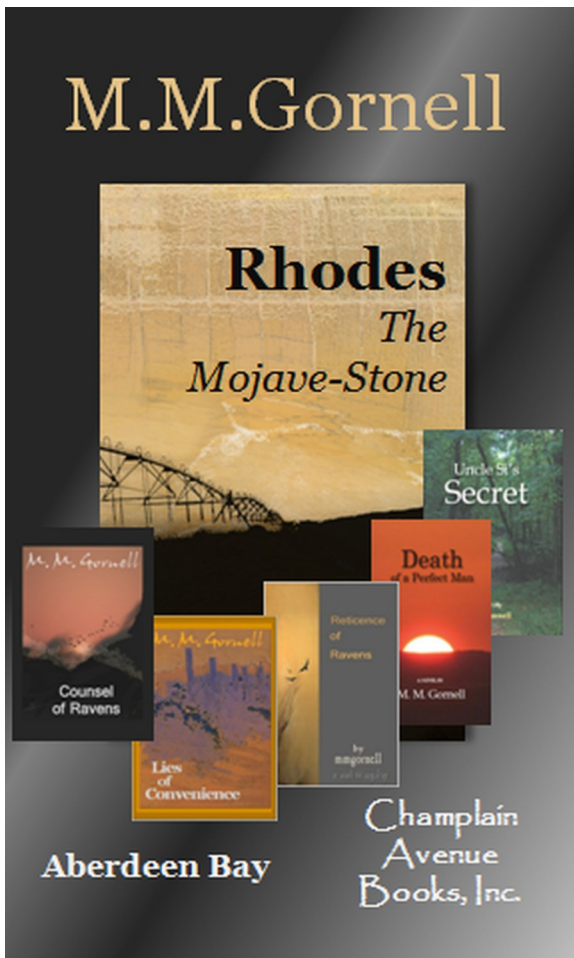
In addition, to make our meetings more friendly, here are some selected strategies:

1) Table captains are long-time members whose mission it is to chat up all the new members and guests at their tables and then rise and introduce them during the business meeting, aka "the pre-game warm-up show." The table captains accomplish two things -- they make the newbies feel welcome and less alone, and they introduce them to the rest of the club without putting the shy ones on the spot.

2) Tabletop signs identify the officers and committee chairs. Again, with the goal of making the meetings friendlier, it helps the newbies locate key people in the club without feeling lost.



In the photo is President Laurie Sheehan displaying one of the signs.



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References Provided

judypresnall@hotmail.com

CWC Member & Published Author



Branch News continues

Inland Empire

The Inland Empire spent the beginning of 2015 on promotion, writing short bios and crafting pitches for books. The monthly presentations encouraged ways to develop content for social media. Lately, our focus has explored different kinds of writing like children's books and "how-to" non-fiction. As we move towards the New Year, the branch will develop writing skills by generating, compiling and work shopping our own short pieces together for an anthology of writing prompts.

~~ by Judy Kohnen

Napa

Networking is the life's blood of writing, networking with your peers — high test, double reds. Club meetings and open mics offer a chance to meet and greet, but nothing tops a writer-oriented social event with the appropriate valley liquid accoutrements. In October, Lance Burris spearheaded a club cruise on the Napa River. Good company, good conversation, and a docent's explanation of what we were seeing made this a memorable afternoon. In November, we've scheduled a "Novemberfest" – wine valley spin on an old country tradition. Craft beer, noshes, and spirit-related readings adds to the evening.

~~ Sue Kesler



Members of the Napa Branch enjoy an outing on the river

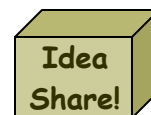
Tri-Valley

Member Pages on Branch Websites:

One of the things that Tri-Valley Writers does for its members is to host a page for each of them. Member pages include a headshot, a professional bio, and links to the individual's website. Additionally, members are added to "Our Members" list, which has links to all their social media outlets: Facebook, Twitter, Goodreads, Pinterest, Amazon Author page, etc.

Having these pages for all our members isn't hard to maintain and it benefits branch and member alike. For members, it gives them added exposure on the web, drives traffic to their site, and provides a resource for them to find their peers -- essentially the branch's social media "Rolodex." It also benefits the branch because members are more invested in our website and refer to it frequently.

The work in maintaining this is divided among four people. (1) The new member is responsible for sending a picture and bio to the biography committee. (2) The biography committee chair drafts the member page in Wordpress. (3) The website editor must approve the draft for content and professionalism. She also enforces policies about



Continued on page 15

Does Your Branch Have A Member Directory?

by Ray Malus

Can you effortlessly find names, addresses, email, and phone numbers for your fellow members? Is the information current? Can you find out who's writing in the same genres as you? Can you find people who live closest to you so you can car pool? Can you know who's having a birthday?

The answer to all those questions is, "YES!"

MRMS does all that, and a lot more.

MRMS (CWC's Member Record Management System) is an on-line database application that handles all of our member records (well over 1600). It was custom designed and written four years ago, and has been in service since 2012. It is an invaluable tool to both our local and Central Boards.

One of MRMS's lesser-used features is its on-line member directories. Each Branch has one, and it contains information for only for that Branch.

As a member, you can have access to the one for your Branch! You can search for information on other members of your Branch by Name, Genre, Zip Code, or even Birth Month. And you can do this from any Internet-connected device. (Yes. Smart-phones, too.)

All you need is a user account with a UserID and Password.

At branches where this is embraced, it quickly becomes indispensable. So, why haven't all branches embraced this?

Mostly, it's a question of education and "spreading the word." In an organization as large and diverse as ours, information travels slowly. That's one of the situations MRMS is designed to correct.

So, how can you get a user account?

Good news! You already have one! It was created for you when you became a member. All you need do is ask your Branch's System Administrator to send you your UserID and Password. Then go to <http://mrmsys.org>, and log on. (Depending on how your System Administrator has configured

your Branch, you may need to do a small, one-time procedure to enable your account. In most cases, this will not be necessary, but if it is, instructions are provided. There are also lots of 'Help' screens.)

It's simpler than email!

Once you are signed on, you have immediate access to your Branch's Directory. You also have the ability to manage all your information — including your ID and Password. Want to change your email address or phone number? Do it! (Your Branch Membership Chair can also help maintain your record.)

"But what if I don't want to have my information in the Directory?!" you may ask.

Easy. There's an option in your record that allows you to opt out. Of course, if you do, you cannot use the Directory yourself — but you can always change it back.

There are so many features in MRMS. I have established a special address for you to send questions: MRMS-INFO@roadrunner.com. Please feel free to use it.

What makes me such an expert on MRMS?

Hell. I'm the guy who wrote it!



First e-Edition of Bulletin Welcomes "Undercurrent"



As I wrote that headline I was thinking of how those words are impacting me, my writing life, my writing friends, and the many people statewide who rely on a newsletter that can pool information from across all corners of California.

Once I send the first electronic issue out the door, I'll have a total of three issues per year. Their strategic publication dates are based on the news handed down from the Central Board meetings in January and July, and the third prior to the holidays.

I come from a Journalism background, having written and edited for weeklies and a daily. I'm a ghostwriter, tech writer, and working on blogs and Western novels.

The biggest hurdle for me is to bring in news from all branches. We're growing and I can't do it alone. So I'm relying on the strong networking of our branches' leaders to forward their news and insights.

Since an electronic newsletter has much more flexibility than paper, this new format allows me to add more photos, more articles of interest for the membership, bring in advertisers, and develop an environment of *undercurrent*. I love that word because it implies there is much more going on than seen from the surface. It's our undercurrent of news, ideas, and energy.

~~Rusty LaGrange,
Editor-in-Chief, High Desert Branch

CWC member Allene Symons talks about her father's friendship with Aldous Huxley — the literary godfather of the psychedelic '60s — and how she turned a family memoir into a mainstream nonfiction book.

Event date: Monday, Jan. 25

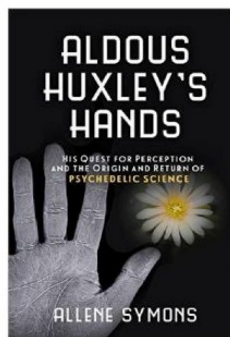
Time: 7 p.m.

Place: Books Inc.

1491 Shattuck Ave.

Berkeley, Calif.

Aldous Huxley's Hands: His Quest for Perception and the Origin and Return of Psychedelic Science (Prometheus Books; dist. by Penguin Random House). December 8 release; \$18 paperback, \$11.99 ebook.



Found! Ideas From All Across
the State!!
Look Here for Some
Creative Ways to Engage



In 1925, this Sacramento branch of the CWC was enjoying an Affiliation Dinner — sedate Halloween Party — at the Senator Hotel. Does your branch have an Historian to help keep the memories alive?

NOV 14TH FROM 1-5PM

SACRAMENTO BRANCH Presents
All Writers, Book Lovers, and Readers!

Please join us for an exciting program with well-known local authors, including keynote speaker Ken McKowen and a lively panel discussion about the creative process, editing, publishing, fiction, non-fiction, children's literature, and more. Following the formal program, enjoy a meet-and-greet with twenty authors who will have their books available.

Invite your friends to attend with you! This will be your chance to talk with CWC authors from many different genres and backgrounds, and to support the arts and literacy in your community for sale and signing.

*Folsom Public Library
411 Stafford Street
Folsom, California 95630
(916) 355-7357*

Featured Speakers

Margie Yee Webb
President, CWC Sacramento Branch

Ken McKowen:
Best of the California Coast
Panel Discussion

Nanci Lee Woody
Literary Fiction

Mark Weideranders
Historical Fiction

Cindy Sample
Mystery

Steve Liddick
Science Fiction

Dahlynn McKowen
Travel

Kathy Boyd Fellure
Children's Literature

Meet the Authors -

all of the above plus:
Mary Lou Anderson
Daniel Babka
Raymond Leo Blain, MD
Anara Guard
David Hagerty
Syndee Hendricks
Ronald Javor
Meera Ekkanath Klein
Sherry Joyce
Richard Steele
William T. Stewart

Christmas

CHANUKAH

Kwanzaa

Eid-ul-Fitr

Bodhi Day

KRAMPUSNACHT

ST. NICHOLAS DAY

OUR LADY OF GUADALUPE

St. Lucia's Day

LONGEST NIGHT

Anastasia of Simium

Las Posadas

Pancha Ganapati

Newtonmas

However You Say it or

Write it

The Bulletin

Wishes You and Yours

THE HAPPIEST,

MERRIEST SEASON

EVER

Throughout these pages of The Bulletin you may have noticed these green boxes. Are you thinking out of the box? Share your ideas about making money, growing your membership, advertising your events on a tight budget, finding Guest Speakers, inspiring members to take board positions ... the list is endless. Send it in your Branch News submissions or in a separate email to me.

RustyLaGrange23@gmail.com

**Idea
Share!**

Does your branch have a creative money-making project? Can it be replicated for other Branches? Let us Know!

You Don't Know Jack—The Saga Concludes ...

by Joyce Krieg, CWC Vice President

In the last two issues of the CWC *Bulletin*, I explored the question as to whether CWC can legitimately claim Jack London as “our founder.” My inspiration came from a stack of club memorabilia unearthed in a paper bag stored in a former president’s garage. Among other goodies, I found a copy of a speech given by then-President William Morgan at the 1939 Treasure Island World’s Fair in which he reinforced the belief that London was, indeed, the founder of CWC, stating that London was “one of the most colorful members of our club” and “one of the initial forces in its organization.”

I also quoted from a paper written by one Faraday “Ray” Nelson in the mid-1970s taking a decidedly contrarian view, asserting that London was “never more than an honorary member.” I added an editorial aside, asking if reader knew whether this Faraday Nelson was one-and-the-same as the 1960s science fiction author and inventor of the propeller beanie cap. Imagine my delight a few days after publication of the Spring/Summer 2015 Bulletin when I received an email from Ray Nelson himself! Let me quote from his message:

“I am indeed the Ray Faraday Nelson, writer of science fiction novels, whom you quoted in the recent issue of the CWC *Bulletin* on the subject of the founding of our club. I think the seemingly different versions of the story are a result of a factional split during our early days. One side of the split, of which Jack London was a member, thought of us as a club of wild bohemians with high literary pretensions, while the other side thought of the club as something like a trade union for working journalists. Herman Whittaker, the muckraking journalist and also novelist, straddled the split. Though a close friend of London, he also served as editor of *West Winds*, our official club anthology. Because of him, the anthology also contained a reprint of a Jack London story. My version of the story is largely based on the memories of Jack’s daughter Becky, who was a member of the Berkeley CWC when I was president of it. Also I consulted with my good friend, San Francisco columnist Herb Caen and several older members of the club who had memories of the Good Old Days. It seems to me that the feud between the Wild Bohemians and the hardworking journalists was still going on during my several presidencies, and has not altogether died out to this day. For the record, I consider myself to be one of the Wild Bohemians, though I have been so much published unkind critics have called me a hack.”

If William Morgan were still around, he could certainly claim that Ray Nelson is another one of those “most colorful members of our club.” Nelson invented that iconic geek accessory, the propeller beanie cap, while still in high school. He hung out with the Beats (Allen Ginsberg, et al) in Paris in the 1950s. He authored scads of sci-fi, perhaps best known for the short story, “Eight O’Clock in the Morning,” the basis for the 1988 cult classic film, “They Live.” At 84, he’s still a member of our very own Berkeley branch—we’d never consider you a hack, Ray!

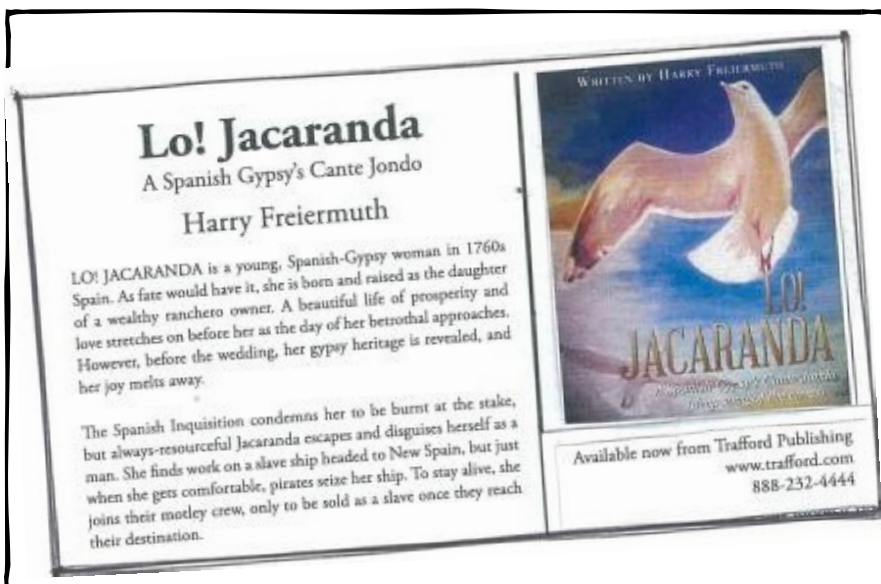
But back to the subject at hand, Jack London. I also heard from former CWC President Casey Wilson, who has conducted extensive research into the London-CWC connection, including spending two-and-a-half days at the library of the Logan campus of University of Utah, which claims to have the largest collection of Jack London memorabilia in the world—some 68,000 items! After pouring over hundreds of these documents, Casey says, “Although I found some ‘loose’ associations between London and CWC, I found nothing, nothing to confirm his membership (other than honorary) much less any contribution to the club’s foundation. London, himself, never referred to CWC in any language.”

So, where does that leave us? After so many years of claiming Jack London as “our founder,” using his name and image as our brand, as it were, must we abandon all association with the handsome, prolific author? Seems to me, it all hinges on how we define “founder.” Did he organize the club, write the first by-laws, recruit members, find a meeting spot, and bang the gavel to call the first meeting to order? Well

... if he did do any of that, the historical record is silent. And this is a man who was a master of self-promotion, who left a voluminous paper trail for researchers to follow.

But ... did he indirectly inspire the founding of CWC? The record clearly shows that London was heavily involved in the literary community in the East Bay in the first decade of the 20th century, a friend, mentor, confidante and associate of many of the names clearly associated with CWC: Joaquin Miller, Ina Coolbrith, Austin Lewis, Herman Whittaker. It was out of this very collaboration of creative souls that CWC was formed. As William Morgan said in his 1939 speech about the history of CWC, Jack London was “one of the initial forces in its organization.”

Perhaps not Our Founder, but certainly Our Inspiration.





Branch News continues

Continued from page 11

San Fernando Valley Branch Book Fair

CWC-SFV will be partnering with Crown Books, the venue for our December 5th Book Fair. Traditionally held every other year, this event will expose our recently published authors to a wider market of readers while giving a boost to the endangered-species independent brick-and-mortar bookstore. If you're in our area, please drop by at 6100 Topanga Canyon Boulevard, Woodland Hills, between 1 and 4 p.m. With encouragement from us and other writers, Crown Books has also provided shelf space exclusively for local authors, as well as displaying our books' promotional posters in their windows. Give these ideas a try with your friendly retailer!

~~ Douglas William Douglas, CWC-SFV



Tri-Valley

Continued from page 15

personal email addresses, no links to purchase books, etc. (4) Then as committee techie, I add the page to the menus, add all the social media buttons to the "Our Members" list, and generally make sure it's right before I press "Publish."

One note related to maintenance: The table in the "Our Members" page is not formatted by hand; it is generated by a bit of custom code I wrote for the site. What I modify is a simple data file that the code uses to create the table with all the fancy social media buttons. I haven't published the code as a Wordpress plugin, but am happy to share it with other branches who are interested.

G. Karl Kumfert, TVW Web Administrator



Branch Program Chairs: Do Your Guest Speakers A Favor

In all likelihood, your past speakers will want to know about the new opportunity to get their products and services known to almost 2,000 writers in every issue of The Bulletin. Do them a huge favor and send them a copy of each issue to illustrate what can be done with inexpensive advertising!

Past members as well can be emailed a copy. Maybe they have completed a book, or have a service to offer but don't know about this new venture. How do you reach them? Your MRMS Systems Administrator can retrieve emails of all members by making that selection on MRMS.

Let's get the word out about this great "target market" of readers, authors, and speakers who want and need services to help writers become better at their craft!

“ CALIFORNIA ”
Quote

“Best way to live in California is to be from somewhere else.”
— Cormac McCarthy, *No Country For Old Men*

Make A Splash — STATE-WIDE!!

Advertise in CWC's *The Bulletin*!

Want to increase your visibility? Sell your service? Promote your book? Increase speaker engagements? Pump up your web traffic? Or just send a greeting?

Each issue of *The Bulletin* — published three times a year — reaches close to 2,000 published and aspiring writers, in 21 branches throughout the state.

Now we are accepting writing-related advertising from businesses, CWC members, and individuals who wish to reach our target market at reasonable prices.

Four tiers of ads are being offered:

- 1. Business card size (2"x3.5") ads for \$35.** These will appear in the index section of *The Bulletin*.
- 2. Index card size (3' x 5") ads for \$60.** To be interspersed throughout *The Bulletin* as appropriate.
- 3. 5"x7" size ads for \$90** 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 postal 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 5"x7" or smaller ad, reserve a full page for the following issue or have their checks returned.

All ads submitted must be self-edited, print-ready, 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 RustyLaGrange23@gmail.com. No exceptions.

A physical copy of your ad must be enclosed with the postal mailed payment. Please include your return address, email address, and telephone contact number. When using PayPal mark the payment type.

Deadline for advertising submissions for the Spring (mid-February) issue is Friday, January 29, 2016; Summer (mid-August) deadline is Friday, July 29, 2016, and for the Winter (mid-November) issue the deadline is Friday, October 28, 2016. Capacity for advertising will be determined by the Editor-in-Chief. In case we receive more ads than can be accommodated, submitters will be notified of the option to reserve space in the next issue.

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. Please include your preferred email address along with your ad submission. Questions? Call Bob Isbill at [\(760\)221-6367](tel:7602216367).

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 RustyLaGrange23@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.** If you choose **PayPal mark the payment type**, please **state amount 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!)

An Inside Look at an Ekphrastic Poetry Workshop

Idea
Share!

By Rusty LaGrange, High Desert branch

From the early cave drawings, there had to be an art critic standing closely behind the artist while making a comment. Step forward a thousand years and the concept of art being analyzed favorably by a critic took on the shape of poetic expression to "speak out" from what the artist had accomplished. An "Ekphrastic" poem was created.

An Ekphrastic poem is a vivid description of a scene or, more commonly, a work of art. Through the imaginative act of narrating and reflecting on the "action" of a painting or sculpture, the poet may amplify and expand its meaning.

A poetry workshop, focusing on this poem form, was recently held at Hi-Desert Oasis Used Bookstore in Apple Valley. Mary Langer Thompson led the workshop and helped those attending to understand how this poem form was an extension of the art world as early as the 1700s. Mary is California's State Senior Poet Laureate of 2012, a member of High Desert branch, and a retired teacher and administrator.



Mother and Daughter Julie Manet



Left to right:
Barbara Parrish, Barbra
Badger, and June Langer

In this session color cards of Pierre-Auguste Renoir acted as our close-up gallery so each poet could study a portrait to glean the details and tones of the works of art. Then poets analyzed and wrote key feelings that each portrait emitted. Then followed the task of writing a Ekphrastic-styled poem to exhibit how the painting reached them.

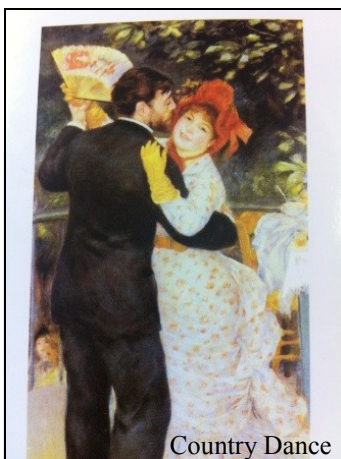
And, as an example, here's just the first few lines of my poem based on a daughter standing and mother sitting in a somber room:

"Her Daughter Julie"

*We walked slowly from the hilltop monuments.
The Reverend held my mother's hand until
the sounds of the small brook brought a sigh.
It was too cold, too sad, too early to be
Lain to rest in our countryside....*



Loralie Kay in foreground



Country Dance

Photos by Rusty LaGrange
Paintings by Renoir



After Lunch

Others in our workshop created poignant visions of Renoir's portraits. We shared our concepts and how the artist is able to capture so much nuance from subtle colors, body language of his subjects, and details in jewelry and clothing of the time period that all add to the experience of the poem.

Our instructor,
Mary Langer
Thompson



"DOLLAR BILL" Challenge / a Collaboration with South Bay Writers

by **Patrick McQueen**

President, South Bay Writers

Deadline: March 31, 2016

At the end of a long day working as a bank teller, I was counting the one-dollar bills in my cash drawer when I stopped at a bill that had been in circulation since 1963. I looked down at the fading portrait of George Washington and wondered where this dollar bill had been in the five decades since it was printed. How many tollbooths, soda machines, buses, and hair salons had this one bill passed through? Had celebrities, strippers, restaurant servers and panhandlers counted this bill among others just as I was doing now?

Imagine collaborating with fellow authors to tell the story of this one-dollar bill. All you have to do is write a short story in the genre of your choice. The only stipulation is to somehow include this dollar bill in your story. With enough submissions, I would love to edit selected short stories for an anthology that reads as a linear narrative about this dollar bill and the many lives it has touched. Don't miss out on this awesome opportunity to collaborate with your fellow CWC authors! SBW hosted writing prompts are available on our website at southbaywriters.com/wordpress/writing-prompts/.

Our long-term goal is to collect submissions to formulate an anthology. The fulfillment of this long-term goal depends entirely on how popular our prompts become among California Writers Club members. We want anthology submissions to fit the prompts in order to publish an anthology as a single narrative compiled from multiple sources.

Prompt submissions are welcome from any visitor to our site, but only those submitted by paid members of the California Writers Club will be considered for publication in an anthology. By submitting, you are providing your permission for us to publish your work.

Send queries or submissions to prompts@southbaywriters.com

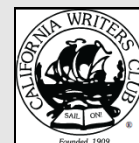
Submissions must be formatted and edited as though they were being sent to an agent. Give us your polished best work. Work in the genre of your choice. Submissions should be formatted as a Text or MS Word attachment. Times New Roman 12 font preferred. Word count: 1,000 – 2,500. Good luck!

We encourage you to gather bits and pieces of your branch news and forward it to your branch volunteer who will forward it on to *The Bulletin*. If you haven't already, select one rep in your branch to be the distributor. Many volunteers have taken on that role.

If you are looking for news from your branch and don't find anything, it's because nothing was submitted to *The Bulletin* Editor-in-Chief by the posted deadline. Send to: RustyLaGrange23@gmail.com

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.

Andrew Benzie Books has worked with many CWC authors to design, publish and promote their books. Contact us to find out how we can help you.

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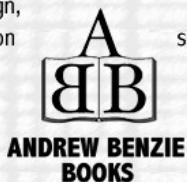
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A Creative Expression of Writing, Script, & Play



Redwood Writers Play Contest and Festival



Redwood Writers has just kicked off its sixth short play contest, open to all residents of California. This has been a special event that not only garners our branch positive publicity but serves as our annual fundraiser. Over the last five years we have raised \$8390 that we use toward recruiting monthly speakers and enhancing workshops and contests. As well, it has introduced our writers to the exciting world of theater. Your branch might like to consider this fun and productive event.

Here's how it works:

Step 1: Meet with local theater and establish their commitment to produce up to six winning plays from contest. Determine date for 'Play Festival.' Initially we ran five performances but have expanded to two week-ends and 10 performances. This should be a coordinated effort between your branch and the theater so that both organizations are getting the credit and publicity. You will work out the budget arrangements to suit your particular situation. We originally shared expenses and profits 50%, but have since changed to receiving one night's performance for just Redwood Writers, whereby we sell the tickets for a price that we set and take 100% of the profit.

Step 2: Recruit a contest chair and judges. Judges must be actors, directors, or playwrights. We use one local judge and then go outside our community for judges in San Francisco or even New York.

Step 3: Set rules for submission to contest. Winners do not receive financial award but instead see their play in full production and receive two comp tickets.

Step 4: Once the plays are in production, plan for an Opening Night Party. This is the fundraiser and we charged \$20 per person for great food and ticket to play. To make extra money, we sold donated wine. Also, we created a 'Photo Booth' whereby attendees selected from a rack of costumes to have photos taken. Altogether, we made \$1800. It was great fun!



Good luck and give me a holler if you have questions.

Linda Loveland Reid
Play Contest and Festival Chair
Email: LindaLReid100@gmail.com





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President

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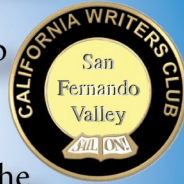
California Writers Club

and

Rusty LaGrange

On the inauguration of the
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