

# THE BULLETIN

*California Writers Club*

Vol. 3 No. 1

Winter / 2017

## Inside This Issue...

- ☐ President's Corner
- ☐ Branch News
- ☐ Literary Review
- ☐ Book Fairs
- ☐ Anthology Round Up
- ☐ Fundraisers
- ☐ Conferences & more
- ☐ The Final Word

The Bulletin is the official publication of California Writers Club, an educational nonprofit 501(c)3 corporation. Issue e-edition 05 now in circulation since March 2017.

### CENTRAL BOARD

**President:** Joyce Krieg  
**Vice President:** Donna McCrohan Rosenthal  
**Secretary:** Elisabeth Tuck  
**Treasurer:** Bill Baldwin  
**Member-at-Large:** Jeanette Fratto

Branches: 22

California Writers Club  
PO Box 201  
Danville, CA 94526

## Point of View

### A Farewell to Ray Malus

The California Writers Club recently lost a prolific poet, author, programmer, and involved member due to cancer. He had many achievements and awards in his lifetime, including the most honored service awards our organization can bestow: The Jack London Award, and The Ina Coolbrith Award, both for exceptional service to the CWC.

Ray was author of five published books, several produced plays, director, actor, editor, musician, composer and poet. Fortunately, much of his work is preserved on [www.raymalus.com](http://www.raymalus.com).

Ray passed away 44 days short of his 74<sup>th</sup> birthday. He packed a lot into his life of amazing talent and help to others. We are re-printing his obituary here so you can see the creator of the CWC Member Record Management System (MRMS) had an extraordinary life. CWC's condolences go out to his wife, Sharron, and his brother, Richard.

Farewell, Ray. Rest in peace.



**Raymond John Malus**

Mar. 21, 1943 - Feb. 5, 2017

Ray was born in New York City, one of a set of fraternal twins. At a very early age, they both were assessed as uncommonly bright. Ray taught himself to play the guitar, and suddenly he was popular. Ray went to Manhattan College on a Physics Honor scholarship. He started playing music professionally. He toured with a "Pop" band for four years. He did Radio Broadcasting work then became a "lounge act."

Ray taught himself musical arranging and composition. As a "lounge act," he played Los Angeles clubs, played at the Sahara Hotel and opened the Landmark Hotel in Las Vegas. He played Harold's Club and the Riverside Hotel in Reno, and entertained for many years on Princess Cruise lines. He studied acting at

*continued page 3*

## President's Corner

by **Joyce Krieg**

### THE LEGACY OF RAY MALUS



Hard to believe, but as late as 2012 we were still keeping membership records on Excel spreadsheets here at CWC World Headquarters. Then at one of our CB meetings, a newish rep from San Fernando Valley happened to mention that he had coding skills, and would we be interested in a web-based membership record-keeping system? And oh, by the way, he'd be willing to develop and maintain the system, and donate the license to CWC.

That rep was, of course, Ray Malus, and the software he developed is MRMS, the Member Record Management System.

I would be less than honest if I didn't say that I was originally among the skeptics. It's hard enough to recruit volunteers, I reasoned, without also requiring them to learn a brand-new computer system. But once I gave MRMS a chance, I became a believer. It truly is that useful and easy to learn—if you can figure out how to post a picture of your cat on Facebook, you can do MRMS.

I would also be less than honest if I didn't cop to the fact that my reaction upon hearing the news of Ray's passing, after the initial shock and sorrow, was, "Oh, crap. What's going to happen to MRMS?"

Because, basically, Ray had it all tucked away in that brilliant mind of his—the code, the location of the server, the password, the answers to the security questions—the whole shootin' match.

Not that he didn't try. At every Central Board meeting, he would remind us of the need to locate and train a back-up Systems Administrator, but no hands were ever raised. I personally think it's a case of Ray being so far ahead of the rest of us when it came to technical skills that we were too intimidated to even try.

If MRMS is Ray's legacy to CWC, then it should also serve as a wake-up call. Branch presidents, especially—don't let this happen to you. Vital information and access should not rest in the heads, or hands, of one volunteer. At least one other person at your branch needs to have the login information for your website, signing rights to your branch's checking account, possession of the Post Office box key, and access to physical property like PA systems and display boards. Because life does not come with an extended warranty and there are no guarantees.

But not to worry. MRMS will survive and thrive, one way or another. Former president Dave George, no slouch when it comes to all things tech, has volunteered to help us get things sorted out on an interim basis, and Ray's widow, Sharron, is eager to do anything she can to help keep MRMS going in Ray's memory.

Speaking of which—The Ray Malus Memorial MRMS. Has a nice ring to it, don't you think?



## Change of Venue for Central Board Meetings

The current new location for Central Board meetings will take place at the Holiday Inn on Hagenberger Road. Board members and representatives can enjoy the convenience of lower rates, close by Oakland Airport, food services ordered directly off the menu, and a bonus of a swimming pool. The board meets in late January and late July.

Zena Provendie's Actor's Lab in Hollywood.

In 1985 he abandoned "Show Biz" and became a Programmer/Analyst at UCLA School of Dentistry. In a couple of years, he became the director over computer systems. During this time, Ray became Choir Director at St. Martin-In-the Fields Episcopal Church in Winnetka, CA, and wrote choral music.

In 1999, Ray married for the first time to Sharron, they actually met on a cruise many years before. In 2005 Ray retired, he wrote, directed and did web design and programming -- usually for free. In May 2008, he became a member of the San Fernando Valley Branch of the California Writers Club. In 2011, for his efforts on behalf of the Branch, he was awarded the Jack London Award for Service. In 2015, for his contributions at the State level, he received the Club's distinguished, Ina Coolbrith Award for exemplary service to CWC and the central board -- only the eighth ever bestowed in 100 years.

Ray was a widely-recognized author of five published books, a poet, commentator, and playwright. His writings appear on many websites and in numerous anthologies. He will be remembered for his dedication to service and his sense of humor and that beautiful voice.

Ray is survived by Sharron, his wife of 18 years, and his brother, Richard.

Service was held on February 18, 2017, at St. Martin-in-the-Fields Episcopal Church, 7136 Winnetka Ave., Winnetka, CA 91306; (818) 348-1419. In lieu of flowers, please make donations "In Ray's memory" to his church, St. Martin-in-the-Fields.



*"Kelly Mitchell Presents" — a revue and entertainment act in Las Vegas.*



*Past President David George, Ray Malus (Center) and Bob Isbill, High Desert branch.*

Published in Los Angeles Daily News on Feb. 15, 2017





## TRI-VALLEY WRITERS TO HOST CONFERENCE APRIL 22

The Tri-Valley Writers Conference, a full day event on the art and business of writing, will take place Saturday, April 22, from 7:30 a.m. to 6 p.m. in Pleasanton at the Four Points by Sheraton.

Attendees can share their passion for writing and network with writers and industry leaders. The conference features three tracks: Craft, Marketing and Publishing. Registration costs are \$165 for California Writing Club (CWC) members and \$190 for non-members. The fee for students aged 14-22 with student ID is \$80.

Presenters include **Jim Azevedo** of Smashwords; **Laurie McLean** of Fuse Literary Agency; **Victoria Zackheim**, author of *The Bone Weaver* and editor of six anthologies; **Dave Denny**, two-year term as Poet Laureate of Cupertino; **Joel Friedlander**, founder of The Self-Publishing Roadmap; and other experts. For a complete list of presenters, go to [trivalleywriters.org](http://trivalleywriters.org).

The keynote speaker will be *New York Times* and international bestselling author **Anne Perry**. She is noted for her memorable characters and exploration of social and ethical issues. Two of her series — one featuring Thomas Pitt, one featuring William Monk — have been published worldwide. She has a third successful series based around World War I. Among her other novels are the Byzantium novel *The Sheen on the Silk* and fantasies that reflect her spiritual convictions: *Tathea* and *Come Armageddon*. Perry has published nearly 85 novels with more than 28 million copies in print. None of her titles has ever been out of print.

*The Times*, a newspaper/list publication associated with the Mystery Page Turners, has listed Perry as among “100 Masters of Crime” of the 20th Century. In 2015 she was awarded the Premio de Honor Aragón Negro. Perry also won an Edgar award in 2000 for her short story “Heroes.” Perry resides in Los Angeles.

Fees may be paid online or by check in the mail. For more information and to register, visit <http://www.trivalleywriters.org/conferences/conference2017/>.

The conference registration deadline is April 10. For more information about the CWC Tri-Valley Branch, contact Patricia Boyle at [president@trivalleywriters.org](mailto:president@trivalleywriters.org) or visit [trivalleywriters.org](http://trivalleywriters.org).



### **“GoToMeeting” Brings Info Face-to-Face**

All branch presidents are encouraged to use scheduled time for GoToMeetings through the administrator:  
[CWCGoToMeeting@gmail.com](mailto:CWCGoToMeeting@gmail.com)

### **Officers and Appointments 2016-2017**

President: [Joyce Krieg](#)

- Vice President: Donna McCrohan Rosenthal
- Secretary: Elisabeth Tuck

Treasurer: [Bill Baldwin](#)

- Literary Review Editor: Dave LaRoche

Membership: [Sharon Svitak](#)

Director, Public Relations and Publicity: [Donna McCrohan Rosenthal](#)

- Executive Member-At-Large: Jeanette Fratto

For more information you can always go directly to [www.cal-writers.org](http://www.cal-writers.org)

# Ways to stay focused when you're writing

There are some basic moves. Turn off your email, for a start. You can collect it manually when you've finished writing. Put on a pair of large and really ugly headphones. This will help keep coworkers and even family at bay. Have a noisy timer operating. This will be a constant reminder to yourself that your time is limited and as soon as the bell dings you will be either taking a break or moving on to another task.

**I recently learned about Transactional Analysis (TA).** This psychological theory, developed in the 1950s, was the brainchild of Eric Berne (1910-1970), who was a Canadian-born psychiatrist. Widely seen as a way of improving communications — and enjoying a small renaissance now — TA focuses on the way we relate with ourselves and with others. TA also holds that:

- ♦ we all have a right to be in the world and be accepted, and,
- ♦ people can change.

## Transactional Analysis

teaches the concepts of “reaching back” — obsessive thinking of future events — and “after burn” — obsessive reflection on past ones — that can steal the present moment if we aren't vigilant. And here's the deal about writing: You need to be firmly established in the present to be able to do it.

**But here's what many writers do instead:** They start fretting about their finished product. Will this piece of writing be good enough to please their boss and their readers? And if they're working on a long-form project, like a book or a thesis, they may really let their thoughts run away with them: What if the thesis “makes” or “demolishes” their career? (One thought is positive and the other negative but both of them are irrelevant to the task of writing and both can derail a writer.) For a book writer, the speculation may run along the lines of the difficulty of finding an agent/publisher or the joy of producing a *New York Times* bestseller. (Again, one positive, one negative but both irrelevant to writing.)

**When you are writing,** you need to write. (Sounds obvious, I know, but few of us are able to do it.) We should not be speculating. Here's how to help control what meditators call our “monkey minds”:

**Don't try to suppress your thoughts.** This only leads to what's popularly known as the white bear problem. The more you try not to think about something, the more you will. So, instead of suppressing, *postpone*. Tell yourself: “I'm writing right now. These thoughts will be more helpful later, when I'm actually doing those tasks.”

~~~~~  
*Daphne Gray-Grant is a publication coach with an excellent site for resources & writing. Printed with permission.*

Email: [daphne@publicationcoach.com](mailto:daphne@publicationcoach.com)

Web: <http://www.publicationcoach.com>

## Freddi Gold's Final in Fantasy Trilogy Unveiled

### Dimension Norraena: Discovery - Breakthrough - Vision

Set in the mountains of San Bernardino, a pretty college instructor spontaneously teleports to another dimension. Her discoveries send shock waves through the corridors of U.S. Intelligence and criminal cartels alike as she deals with suspenseful romance there and at home. A psychopath on Earth and dimensional beings of another kind are an unending threat to her life.

*Freddi Gold*

## Author's Close-up

A former licensed psychotherapist, television and radio personality, Freddi Gold holds a PhD in Human Behavior and Master's in Clinical Psychology. She teaches Intercultural Communication at the college level, has been published in multiple magazines, journals, periodicals and blogs. This is her first foray into fiction.



Check her website: <http://freddigold.com>

AT AMAZON FOR \$13.95



# Branch News

## Tri-Valley

### TRI-VALLEY WRITERS 2017 CONFERENCE SATURDAY, APRIL 22, 2017

**Early Bird Special Has Passed  
Sign-Up Now Before You're Too Late!**

California Writers Club Tri-Valley Branch is pleased to announce its second full-day writers conference featuring keynote speaker, *New York Times* and international best-selling author, **Anne Perry**. The conference is a great way to network with authors, marketers and innovators who share a passion for writing.

#### DATE & TIME

Date: **Saturday, April 22, 2017**

Time: **7:30 a.m. to 6:00 p.m.**

#### SPECIAL RATE ON OVERNIGHT STAY AT FOUR POINTS BY SHERATON

The Four Points by Sheraton has set aside a block of 10 rooms at a special price of \$109 per night (taxes and other fees not included) for presenters and attendees. To reserve your discounted room, please call the hotel at (925) 460-8800, and be sure to mention California Writers Conference 2017. Rooms are reserved on a first come, first served basis.

Deadline for room reservations: **April 4, 2017.**

Any problems/questions, please contact Patricia Allen of Four Points by Sheraton at: 925-627-8072.

## Member Services

As our branch grows in numbers and diversity of members, Tri-Valley Writers has added two new critique groups. A poetry group began in November. Vice President, group coordinator, and poet Connie Hanstedt invited members to explore their world and themselves through poetry and share their work in a safe and supportive environment. Past president Paula Chinick is facilitator to our youth critique group. The mission, goals and critique guidelines were discussed at the first meeting in September. Each student was given, courtesy of TVW, a copy of Becky Levine's *The Writing & Critique Group Survival Guide*. Students have critiqued each other's work, and in November the group met for the first time to examine their submissions.

## Writing Workshop

In October the Tri-Valley branch held a workshop led by Scott Evans, CWC member, thriller writer and University of the Pacific instructor. The workshop, "Improve your Storytelling," included a presentation and writing exercises. Topics focused on intensifying plot points to add



**Scott Evans**





## *Branch News continues*

conflict and drama to stories, growing a plot from character flaws and traits by using “organic” unity, and improving dialogue in order to advance the plot and reveal character through plot, character development, and dialogue.

### **Celebrating Members’ Artistic Talents**

Every January Tri-Valley Writers celebrates our members with a Winter-fest meeting. This year we held an Ekphrasis event. Members have submitted photos of a variety of artwork, from photography to sculpture, and fiber art. The photos are posted on our website, and club members are invited to respond to the artwork with a poem or prose piece. In January we displayed the art pieces and read selected writings.

### **Spring Conference**

Tri-Valley Writers is gearing up for our full-day conference to be held on Saturday, April 22, 2017. Mystery writer Ann Perry will be our keynote speaker, and we have a line up of talented presenters for sessions on craft, marketing, and publishing. See the previous page.



*One of the fiber arts, a quilt, used in the event.*

~~ Patricia Boyle



Idea  
Share!

*A meet-and-greet montage of activities that Tri-Valley Writers enjoy*



## *Branch News continues*

### **Orange**

We ended 2016 with our annual holiday potluck, which featured lots of networking among members and guests, and an open mic for dime stories or excerpts from members' latest writing. We began the new year with participation in the judging of a national scholastic writing contest. Our Vice President Jonathan Yanez oversaw the project and twenty branch members served as judges for several hundred essays. This contest is the largest and longest running recognition program for creative teenagers, and many well-known writers were first discovered through this program. Our efforts resulted in receiving \$2,000 for our branch treasury.



Recent monthly speakers have continued with our theme of the writer's journey by informing us with their particular expertise. Laurie Stevens presented "Writing and Researching Psychological Suspense," Claudia Suzanne educated us on the ins and outs of ghost writing, and Andrew Tonkavich, editor of the Santa Monica Review, discussed his newest book, *A Literary Field Guide to Orange County*, and how it came together.

In July at the Central Board meeting, Jack London awards will be presented. This award is given every two years for outstanding work for CWC and is not related to members writing credits. Orange branch will be nominating Jonathan Yanez who has done extraordinary work for the club and never says "no."

Jeanette Fratto recently attended the CWC South meeting and came back with ideas on how we can expand our membership, retain current members, and offer more member perks. This is being shared with the Board for further ideas and ways to implement them.

Our branch continues to meet the second Saturday of the month at the Orange Library and History Center. We recently met with "1888" which is opening a cultural heritage and literary arts center in the heart of the historic district in Old Towne Orange. This is within walking distance of our current location and our branch is exploring the possibility of moving to this location when completed.

We have started 2017 with new ideas and a roster of great speakers and look forward to seeing how the year unfolds. Watch for updates in the next *Bulletin*!

Recent monthly speakers have continued with our theme of the writer's journey by informing us with their particular expertise. Laurie Stevens presented "Writing and Researching Psychological Suspense," Claudia Suzanne educated us on the ins and outs of ghost writing, and Andrew Tonkavich, editor of the Santa Monica Review, discussed his newest book, *A Literary Field Guide to Orange County*, and how it came together.



**Ghostwriter Claudia Suzanne**

**A Peter de Vries quote:**  
**"I write when I'm inspired, and I see to it that I'm inspired at nine o'clock every morning."**

**~~ Jeanette A. Fratto**

**Central Board Representative**





# ANTHOLOGY & EVENT ROUND UP

## SHARING AN EVENT OR CONFERENCE COMING IN 2017?



**Whatcha workin' on?**

**Share it here.**

**ATTENTION ALL BRANCHES**  
**THE JACK LONDON AWARDS ARE COMING !!**  
Have you selected a nominee within your membership?

Consider:

- ♦ volunteerism
- ♦ ability to support your events
- ♦ easy to work with
- ♦ reliable
- ♦ an asset to the branch mission
- ♦ takes on a leadership responsibility

Have a conference coming up? Plan your announcement with plenty of time. Our next issue will be out in mid-August 2017.



*Our CWC State President Joyce Krieg (Central Coast) shows the poster about the writing contest and where their donation money goes.*





## *Branch News continues*

### **San Francisco / Peninsula**

In December, we held a successful Book Fair at Barnes and Noble, Hillsdale, bringing in more than \$2,000 to the club's coffers. We are exploring other ways that we can partner with Barnes and Noble in San Mateo and with Kepler's Books in Menlo Park for meet and greet sessions, book launches and panel discussions.

The CWC-SF Peninsula branch kicked off the new year with a presentation on Author Platform, Branding and Monetization from Joel Friedlander, the Book Designer. February, we heard Susan M. Osborn, president of LifeThread Publication, talk about ways to revitalize your creative writing. As the host branch, several members staffed our booth at the San Francisco Writers Conference in February.

Work is beginning on the Literary Stage at the San Mateo County Fair, which will be held on June 10-17. Writing contests are currently underway. Whether they're members of our branch or not, writers can enter many different categories, win cash prizes and recognition for their work. Visit the Fair website at [www.sanmateocountyfair.com/literary-arts](http://www.sanmateocountyfair.com/literary-arts) to learn more and to submit your online entries.

We revamped the Writers' Corner on our club website ([www.cwc-peninsula.org](http://www.cwc-peninsula.org)) to offer relevant resources to help our members to get published. The pages list publications and small presses +founded and/or edited by our members, literary magazines where our members' work has been published, writing contests within 75 miles of our of branch, CWC contests in which our branch participates, and branch members' writing and coaching services.

President Carole Bumpus is initiating a salon for new members at her home in Redwood Shores. She will explain the club's functions and encourage newcomers to find a way they can volunteer.

~~ Bill Baynes



### **Inland Empire**

The Inland Branch of the California Writers Club is working hard to keep up with its own programs! Our club heralds the new year by inviting members who published their works in 2016 to discuss their publishing experience. It edifies their hard work, acknowledges their accomplishments, promotes the selling of their books and helps identify trends, challenges and solutions. In 2016 we had seven members publish nine books, and we are proud to have so many industrious and disciplined writers in our club.

To help emerging authors get published, we established regular critique workshops at the Ontario Library. Open to the public, we set up tables for six manuscripts per table with our club members serving as moderators. In general, male writers prefer critique workshops to presentations and it is great fun to hear the difference between their no-nonsense, action prose and the rambling details of historical fiction or even the steamy bodice ripper. It is quite a romp through genre and writing styles. The rest of our year will be cycling through our regular programs: a booth at the February Dickens festival, a spring workshop, summer readings at the Prison Library benefit, and a fall retreat in the mountains of Idyllwild.

On February 12, Judy Kohnen, president, and Sue Andrews, Central Board rep, attended the SoCal CWC Board

*continued next page*



## *Branch News continues*

meeting in Pasadena. Judy presented to all those in attendance a workshop on "How to Build a Better Board." Ideas were shared by all and information taken back to their branches on how to work on and improve their specific areas of concern.

~~ Sue Andrews



## San Joaquin Valley



**Scott Evans, new President**

### **CWC President Announces New Chapter for CWC**

My how we've grown! At the January 29 CWC Central Board meeting in Oakland, it was my pleasure to preside over the unanimous vote to charter San Joaquin Valley as the 22nd branch of our venerable organization for writers.

San Joaquin Valley is centered around Stockton (thus is a member of NorCal Group) and holds its meetings on the second Saturday of the month in the community room of the library at the University of the Pacific (UOP). They've put up a Facebook page (<https://www.facebook.com/SanJoaquinValleyWriters/>) and have already landed a laudatory article in the *Stockton Record* titled "A New Club for Serious Writers."

Yep, serious writers, that's us!

The branch president, Scott Evans, is on the faculty at UOP, runs a popular critique group in Davis, coordinates a highly-regarded writers conference every June in Stockton, and is the editor of *Blue Moon Literary and Art Review*. Their secretary, June Gillam, is a member of the English department at San Joaquin Delta College. With all of this academic and literary talent coming on board, it's already obvious that the San Joaquin Valley branch is going to become a valuable asset for CWC.

~~ Joyce Krieg

## Mendocino Coast

### **Welcome to MCWC 2017!**

Registration is now open for the 2017 Mendocino Coast Writers' Conference, so we hope you've been thinking about which workshop you'd like to enroll in. All workshops are filled on a first-come, first-served, basis. With participation capped at fourteen, we are expecting the workshops to be fully subscribed. The only exception to the limit of fourteen is the Master Class, which is juried in and capped at twelve participants. Full details about registration procedures and fees are available by clicking on the REGISTER button displayed prominently on every page at [www.mcwc.org](http://www.mcwc.org).

This year, we're very proud to offer a broad range of scholarships, many available for the first time. It is especially important to us to bring together voices from diverse backgrounds, so we are thrilled to announce our new Diverse Voices scholarships aimed at celebrating diversity in our conference community. New First Taste scholarships will encourage new participants of the highest caliber, and you'll find scholarships rewarding the best writing in various genres. We thank our generous donors for funding these scholarships and making MCWC accessible to a broader range of participants, and we encourage everyone who qualifies to apply. Please keep in mind that you may only apply for one scholarship per year, and that past scholars must wait three years before applying again.

We also encourage all conference registrants to submit to our writing contest. Winners will be awarded cash prizes and the opportunity to read publicly, and their winning work will be considered for publication in our annual literary magazine, the *Noyo River Review*.

*continued next page*



---

---

So, register now and mark your calendars. MCWC 2017 will take place August 3rd-5th, with our stand-alone, full-day publishing boot camp on August 6th. You'll find descriptions of this year's workshops and events, and the biographies of our wonderful faculty at [mcwc.org](http://mcwc.org).

We hope to see you this summer—and we wish the best of luck to all scholarship applicants! In the meantime, congratulations are due to:

\* 2016 alumna and contest winner Natasha Yim, whose new children's book, *The Rock Maiden*, illustrated by Pirrko Vainio, will be released by Wisdom Tales Press on March 1st...

\* MCWC participant, foreign language professor, and newspaper columnist Susanna Janssen, who launched her new book, *Wordstruck*, at the Four Eyed Frog in Gualala, Saturday March 4...

\* former faculty Camille Dungy, whose *Trophic Cascade*, the fourth book in her award-winning poetry series of survival narratives, was due out from Wesleyan on March 7...

\*MCWC 2017 Paths to Publishing panelist Melissa Eleftherion, whose first full-length collection of poetry, *Field Guide to Autobiography*, is now available for pre-order...

...and last, late, but in no way least, to MCWC 2016 faculty Laura Atkins, whose new book, *Fred Korematsu Speaks Up*, launched to a packed audience at the J-SEI center in February.

~~ Sue Andrews

---

## Mt. Diablo

Our speakers have dazzled our members, from Marilyn Atlas's Dating Your Character Workshop (based on the book she co-authored with D. Rubenstein and E. Lopez) to Catharine Bramkamp from the Redwood branch of CWC who enlightened us on social media. Both speakers are highly recommended. More is yet to come with our March workshop speaker, Stuart Horwitz who agreed to fly all the way out from Rhode Island. He'll be speaking on Finishing Your Book in Three Drafts. His book architecture method is sure to make our members better informed writers.

January was a busy month for our club as 15 volunteers tackled judging up to 85 high school submissions from the Scholastic Art and Writing Awards. The fundraiser brought in \$2000 of added revenue. In January, our former branch president, Elisabeth Tuck, launched a Helpful Editor program to give individuals one on one feedback. Our Writer's Craft Table coordinated by Lee Paulson continue to be a popular added member benefit. Plans are solidifying to revamp our website. The new Critique Group program has provided an effective tool to improve our members' writing skills.

February is always a hub of activity as our club rallies behind our Young Writers Contest. Middle schoolers from across the County showcase their talents and vie for monetary awards. Winners as well as their parents and teachers will be honored during our May meeting with a banquet and a distinguished speaker.

~~ Jill Hedgecock, Program Chair

~~ Marlene Dotterer, President



---

**This digital full-color magazine is available to all members for free.  
It can be read from a link at [www.CalWriters.org](http://www.CalWriters.org) anytime.  
Pass the Word.**



## *Branch News continues*

### CWC NorCal

#### **A Report From This Year's San Francisco Writers Conference**

February 17-19, 2017

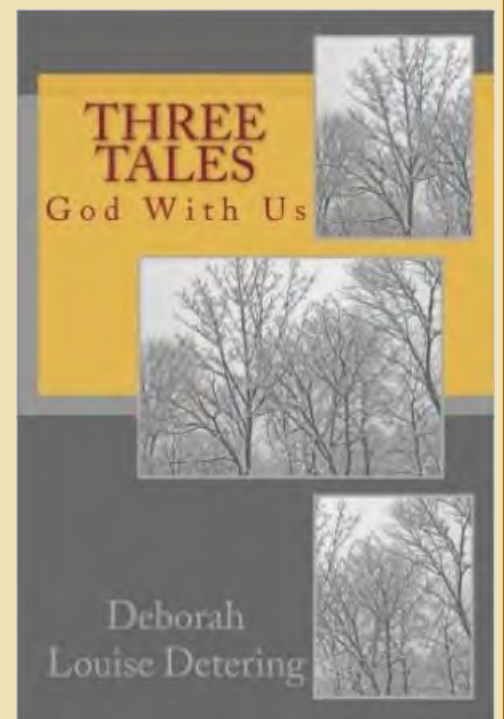
This fifth year of representing the entire state of California for the California Writers Club found our valiant volunteers braving the wildest winds and rains to climb the steepest of hills in San Francisco to represent you all. We had volunteers from three local branches who welcomed writers and authors from around the world, but focused on the California attendees to direct them to branches near their own homes. The attendees were very receptive and eagerly wanted to know how to connect with other writers and to find ways to accomplish their writing goals. And, because it was our goal to represent the entire state, all branch brochures, flyers and bookmarks were available to all attendees from every branch. Thank you for sending us your latest brochures.

As CWC exhibitors, we found the efforts we put forth to be most gratifying. Each year we have found that more and more people recognize our name and logo (plus each attendee receives one of our newly updated CWC brochures in their 'swag bag') and more and more eagerly gravitate to our CWC booth. The common plight of writers being 'too solitary' resonated with many and hopefully opened the doors to many of our Clubs.

Over the three days we worked this year's Conference, we were pleased to have many who were quick to sign up on our "interest" sheet as they seemed eager to find a way to join. For those folks who live outside of our state (Honolulu), or even outside our country (Switzerland), the interest to connect with fellow writers was strong. Talk of creating their own writing clubs abounded.

The number of actual paid attendees to the conference this year exceeded 350, plus an additional 100-125 editors, publishers, self-publishers, speakers, agents, and 90 volunteers. So we were most pleased to find a nice percentage of folks who stopped by our booth, picked up literature, and signed up for the

**If you met God  
on the street  
today would He  
be on an elevator?  
Strolling  
the sidewalk to  
see what's up?  
Maybe rescuing  
an abandoned  
child?  
Just a fantasy?  
**Consider Three  
Tales: God  
With Us****



[www.debbydeteringwordcraft.com](http://www.debbydeteringwordcraft.com)



Debby Detering's current writing includes a YA novel and a series of middle grade stories in which family relationships are intermingled with historical events. She retired from a decorating business and medical transcription for a third career in writing. She's a member of the CWC, High Desert.

**AT AMAZON FOR \$9.99**

<https://www.amazon.com/Three-Tales-Deborah-Louise-Detering/>

*continued next page*



## Branch News continues

newsletter from the branch closest to their home.

I will be forwarding a list of people who took the time to sign up for the individual branch's newsletter or "welcome letters" to our membership chairs. I will advise them to take a look at the names that may fall into their geographic purview. This could mean additional 'exuberant' members to your branch, so I ask that you follow up with your membership chairs.

*(Note to new members: the conference is not directly sponsored by CWC but relies on branch volunteerism to share all statewide branch information during this event.)*

**Carole Bumpus – CWC NorCal Chair,  
State Board Rep and  
President of the San Francisco Peninsula Branch**

## Redwood Writers

### First-Ever Sonoma Anthology + Two Others

Redwood Writers has produced an anthology by member-only writers every year since 2006. This year the theme is entirely focused on Sonoma County, whether it is fiction, nonfiction, or poetry: *Sonoma: The Region and Its People*. The topics will be historical or current, featuring significant events, buildings, people, activities, or places. No essays, nothing political, and no memoir where only the writer stars!

We are fortunate to have well-known *Press Democrat* writer Robert Digitale as our editor-in-chief. He has convened a team of excellent judges, editors, proofreaders, and designer. Submissions are blind-judged, as usual. He announced that he is accepting superior, high-resolution Sonoma County photos from members for this black and white edition. He says, "Think about the hook. Why would anyone want to read your piece?"



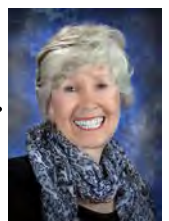
Roger Lubeck, VP and editor-in-chief of the 2016 anthology *Untold Stories*, is now editor of another anthology, this time a collection of the winning prose pieces from contests dating back at least seven years. It will be an eclectic volume of short stories, flash fiction, YA fiction, prompt writings, memoir, mystery, horror, science fiction, and Steampunk. Target release date is this November.

Fran Claggett, editor-in-chief of the 2016 poetry anthology *Stolen Light*, is teaming up with Les Bernstein to produce the next poetry anthology, untitled as of this writing. This anthology will be launched during National Poetry Month at the biennial Redwood Writers Conference in April 2018.



All submissions are blind-judged with no guarantee of acceptance. Our imprint is Redwood Writers Press, and our anthologies are sold both at monthly general meetings and on Amazon.

~~ Sandy Baker







## *Branch News continues*

### **Sacramento**

CWC Sacramento Writers is kicking up its Open Mic by partnering with a locally-owned bookstore with multiple locations. The owner aspires to host Open Mic at several sites – a vision limited only by the number of members willing to serve as the lead. One Open Mic has already debuted, with a second soon to start at another store. We are proud of this opportunity to take writing out to the community!

We continue to offer a short early-bird presentation at our monthly membership speaker meeting. Our First Vice President/Programs shares information about craft, platform development, publishing, and marketing. Not only does this model bring in members early, but it enhances the meeting value which includes a luncheon, a business meeting, and a featured speaker.

Our annual writing contest is underway, seeking essays with the theme, “Why We Write”. This genre and theme was chosen because experts say that when writers dig for the root of their motivation, they stand to find their passion – the driver of good writing. After the contest, efforts will be made to use excerpts from as many entries as possible to share with other members.

~~ Kimberly Edwards , president



### **CWC South**

CWC South had a booth at the Riverside Dickens Festival over the February 25-26 weekend. Event organizers went full-out Victorian with live music and stage performances, debates and speeches by celebrity authors Charles Dickens, Mark Twain, Edgar Allan Poe, Mary Shelley, H.G. Wells and others, Queen Victoria (all portrayed by talented tribute artists), a Pickwick Pub Night, costumes and vendors. CWC South conducted “The Wizard of Boz: Learn Essay Writing Skills from the Master,” a half-hour workshop for teens on Saturday and again on Sunday. For the Pickwick Pub Night fundraiser, CWC South provided two raffle baskets containing such notable items as an

radio broadcast of *War of the Worlds* by H.G. Wells.



~~ Donna McCrohan Rosenthal



## Branch News continues

### Coastal Dunes

Amid a very, very wet winter on this part of the Central Coast, our Coastal Dunes branch has had some very interesting meetings to keep us inspired and entertained while we were (still are!) cooped up indoors.

We have come to appreciate the tremendous talent available to us through our network of branches throughout the state and in November we were honored to have as our speaker, Allene Symons, a board member of both the Long Beach and Orange County branches. Her talk was "*Turning a Memoir into a Mainstream Book*" and was based on her experience with her latest book, *Aldous Huxley's Hands: His Quest for Perception and the Origin and Return of Psychedelic Science* (published by Prometheus Books, an affiliate of Penguin Random House). Allene outlined several tips on how to research, organize, develop, position and promote a memoir from start to finish.



Our December meeting was a fun gathering: a holiday party and a book boutique. Because our meeting was on a Saturday, we had many library patrons coming in and meeting our member authors and buying books. Everyone sold some books, and we were all impressed with the collective writing talent of our members on display during the event: nonfiction, memoir, children's, self-help, historical, fantasy, young adult, and humor.

For January, our Vice-President, Mike Sewall stepped up and gave an inspiring presentation, "*Cleaning the Mental Closet*". Mike addressed how note-taking helped him with his writing success. Says Mike, "I started writing down my ideas when I was 15 years old because I thought I'd never have another good idea." His continued practice of note-taking helps him to organize his writing and frees his mind for the creative aspects of writing, and he gave us a lot of tips on ways to organize ideas and notes. Once again, we were impressed with the speaking talent within our own membership.



Our February speaker was Susan Tuttle, whose presentation was "*Perfecting Point of View (POV)*" and it was our most highly attended meeting in a year. She gave a presentation on how to select and apply point of view in fiction, and read examples of the different points of view so that we could recognize the differences. She teaches many writing workshops and classes in the area, and she was an excellent speaker. We certainly brushed up on our skills.





## *Branch News continues*

*continued from previous page*

This spring, the Coastal Dunes branch has partnered with the Nipomo High School for a student writing contest, with the theme "The Dunes". The contest began mid-January and will culminate with an award ceremony on April 5th at the high school with six eventual winners. Coastal Dunes is conducting the second round of judging, is raising money for the prizes, and did a very unique thing: we brought a real-world writers' conference experience to the students. In late February, we held a review session with the students to give them feedback on their work-in-progress, with the students signing up for a 15-minute session with one of our members. It was quite a unique experience for them (and rewarding for us.) Not only that, we are convinced that the next generation of writers will have a very bright future.

~~ Donna Wolfe

## High Desert

### **High Desert Branch Sponsors Low Cost Photography Event**

Our branch strives to give the authors who work hard for marketing their books, a bonus and a sense of appreciation for their goals. This time, High Desert branch participated in a special photography session at the beautiful Sunset Hills Memorial Park and Mortuary in Apple Valley, California. The venue is a historic and famous landmark in the High Desert. It is the resting place of the legendary Apple Valley residents, Dale Evans and Roy Rogers.

Our host was Sunset Hills Memorial Park and Mortuary representative Rosie Courtney. Assisting in photography setup was Anthony Enriquez. We expressed deep appreciation for the use of the scenic park, and its ornate buildings for the first such photography session "on location," and for their courtesy and hospitality.



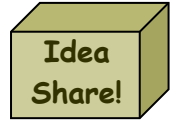
The photography was set and produced by local professional photographer, JC Guzman of JC Guzman Photo. Shots were taken of specific groups of our membership including the Reel Writers Screenplay Salon, the judges for the Scholastic Arts and Writing Awards contest, the current High Desert Branch Board

*continued next page*





## Branch News continues



and a gathering of our published book authors.

Since we had the time allotted for the publicity shots, JC Guzman took studio quality portrait shots of each author. The costs of having professional head shots for book covers and PR pieces can be overly expensive, especially individual head shots. These portraits will be offered to the membership at extraordinarily low rates that could serve as photographs for their website, social media, book jackets, business cards, or any other purpose including gifting for special occasions. The intent of the photography event was a bonus benefit of belonging to the HDCWC. The result is our members will have access to exceptionally good jpeg format photographs of themselves, and special groups to which they belong. Cost savings for members will more than pay for the price of renewing membership.

The event was coordinated by HDCWC Programs/Publicity Chair, Bob Isbill.

~~ Bob Isbill, PR



---

## Long Beach

The Long Beach Branch is coming into its own. We're maxing out the Library's meeting room almost. Hey... we'll just have to put up SRO signs around the building.

### Speaker News:



Here's our secret to growth: Our program committee continues to book top level speakers. These first two months of 2017 we've had Jeff Lyons and Diane Vallere. The contrasts: He's the author of *Anatomy of a Premise Line*, and a story development consultant with more than 25 years' experience in the film, television, and publishing industries. He is an instructor through Stanford University's Online Writer's Studio, University of California at Riverside's Extension Program, and guest lecturer through the UCLA Extension Writers' Program.

After a 20-year luxury retail fashion career, Diane created the Samantha Kidd mystery series featuring a former fashion buyer who turns amateur sleuth. Today, Diane has four *separate novel series* in both traditionally and self-published realms, which makes for a great presentation. Besides bridging the publishing gap, Diane entertains with stories and tips galore. "Yes," she said, "I'll travel to other branches. Love to."

~~ Allene Symons



Member Dorothy Owen (L)

and Diane Vallere



### Member News:

CWC-LB Treasurer Allene Symons continues to push the envelope. She produced a great promotional video, sat on three panels and moderated a fourth panel for the February 2017 San Francisco Writers Conference. We're so proud of Allene!



## *Branch News continues*



Meanwhile, CWC-LB President, Liv Haugland will present a ghostwriting discussion at the CWC-Orange branch. Married couple members, authors Will Zeilinger (L) and Janet Lynn (R), held a book signing at Gatsby Books for their newest mystery *Desert Ice* in their popular Skylar Drake series.

~~ Submitted by Kathryn Atkins,  
CWC-LB Immediate Past President and current PR Chair

## Central Coast

### **CCW Participates as Judges in the Scholastic Writing Contest**

When California Writers Club President Joyce Krieg received an email in October from the Alliance for Young Writers and Artists requesting that the club provide volunteer judges for the Scholastic Writing Awards and offering an honorarium of \$2,000 to each CWC branch that participates, her eyes just about popped out of her head. Joyce immediately notified all of the branches of this fabulous fundraising opportunity, and CWC ended up having four branches participating.

Our Central Coast Writers executive committee immediately got behind the project, with Leslie Patiño offering to act as site coordinator. Nineteen CCW members volunteered over one hundred twenty hours of their time to judge submissions to the Scholastic Writing Awards, a national contest for seventh through twelfth graders. Leslie studied and explained the judging process and invited the volunteer judges to "adjudication parties" held at her home in early January. The jurors were impressed time and again by the high quality of writing and talent of the participating teenagers.

The \$2000 this project brought in will allow CCW to continue to bring quality speakers for our workshops and monthly meetings. Many thanks to jurors Lana Bryan, Clarissa Conn, Harold Grice, Dennis Hamilton, Patricia Hamilton, Ken Holden, Ned Huston, D. S. Kane, Liz Kendall, Leslie Patiño, Sarah Pruitt, Diana Paul, Deanna Ross,

*continued next page*

### **Developmental Editing Services**

**S. Woffington, MA, MFA**



**Let a teacher, screenwriter, and award-winning author help you improve your novel**

**Pricing/testimonials/contact information:  
<http://swoffington.com/editing-services/>**

**FREE "Writing Lessons" on website**



## Branch News continues

continued from previous page

Laurie and John Sheehan, Jonathan Shoemaker, Maria Skytta, Jason Warburg, and Rose Marie Zurkan. The judges' consensus was that we hope to participate in the Scholastic judging again in 2018.



**Ned Huston, Leslie Patiño, Lana Bryan, Patricia Hamilton, and Dennis Hamilton judge the Scholastic Writing Contest.**

## COVER STORY SPECIAL

**We're trying something new!**

Your latest **book cover** can appear in a **5x7 space like this** with a **short bio**, **mugshot**, and a **short teaser** about your book. All this will fit in **this 5x7 display ad** for the **price of only**

**\$ 90**

We're calling it the

**Cover Story Special.**

Attractive layout in color with all the details to let your readers know what's inside your newest title.

All info must be received in Arial 11 pt.

Because we're digital, we can offer you a

**hotlink** directly to your **website or email address**. Your choice. Your 5x7

splashed across a page! Just think!

**\$90 will place your book ad in- to the hands of nearly 2,000 readers & more across California & beyond!**

YOUR FACE HERE

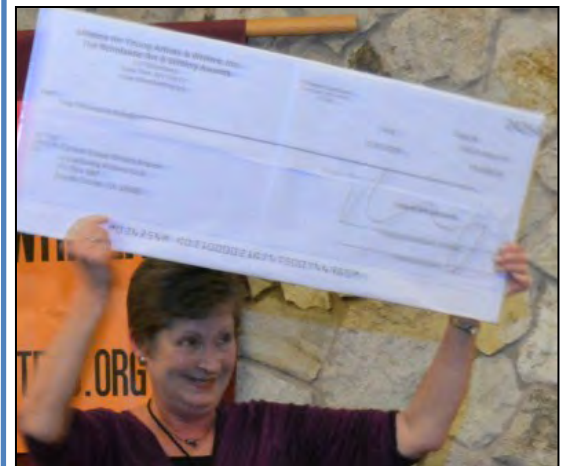


Short Author's Bio notes here  
Yada yada yada Yada yada yada Yada  
yada yada Yada yada yada

Your ad  
could be  
colorful  
&  
catchy

**Teaser text here:** Yada  
yada yada Yada yada yada  
Yada yada yada Yada yada  
yadaYada yada yada Yada  
yada yada Yada yada yada  
Yada yada yada Yada yada  
yada Yada yada yada Yada  
yada yada Yada yada yada  
Yada yada yada Yada yada

**See Page 24**  
to contact our  
**Director of**  
**Advertising**



**Leslie Patiño holds the check that Scholastic sent at the beginning of the contest.**

~~ Joyce Krieg, Leslie Patiño  
& Lana Bryan

**SOMEONE IN YOUR  
BRANCH SHOULD BE  
ASSIGNED AS  
THE BULLETIN Advertising  
& Promo Chair**

Are you getting The Bulletin in  
your email box?





## *Branch News continues*

### East Sierra

East Sierra has just launched this year's "Read the Book, Meet the Author," a popular springtime series for which authors give one afternoon program, 2 p.m. at My Enchanted Cottage and Tea Room, and a different one in the evening for the East Sierra's general meeting at Ridgecrest Presbyterian Church. For the afternoon, "Read the Book, Meet the Author" participants buy and read the designated book in advance, then discuss it with the author over tea and scones. Ticket cost includes the book, tea, scones, conversation with the author, autograph, and entry in a door prize drawing.

~~ Donna McCrohan Rosenthal

## *News You Can Use*

### Take Advantage of a Writer's Benefit

**1) Publishers Weekly's PW Select:** "When you pay \$149 to participate in PW Select your book appears in: Publishers Weekly's print and digital edition; the home page of PublishersWeekly.com; the home page of BookLife.com; BookLife's weekly email newsletter to 18,000 recipients; BookLife's Twitter and Facebook channels; plus, you receive a six-month digital subscription to Publishers Weekly; a one-year digital subscription to Publishers Weekly's PW Select monthly supplement; a listing of your book in Publishers Weekly's special announcements database powered by Edelweiss which reaches tens of thousands of booksellers, librarians, and reviewers; and, a free copy of the Publishers Weekly print issue in which your listing appears." That's a whole lot of perks...

**2) Reported in Publishers Weekly 2/7/17:** "LitMag, a new literary magazine, is now accepting submissions. "It will pay writers \$250 for poetry and any online work and



*Poets & Writers* magazine offers grant assistance, according to Bob Isbill of High Desert branch. He has accepted "two grants from them for our branch", and "it's really easy." The details: Poets and Writers Accepting Applications for Hosted Readings and Workshops. Any organizations may apply for grants to be used for writers' fees. Priority will be given to organizations that:

- \* Serve a culturally diverse audience
- \* Feature culturally diverse writers
- \* Feature writers who have not previously presented at that venue
- \* Present programs in rural or other underserved areas
- \* Have not previously received R&W support.
- \* Are able to match R&W's payment to the writer (not including in-kind contributions such as meals, lodging, and travel)

## Grant funding continues

- \* Have a publicity plan and/or strong publicity samples from past events
- \* In-school events, children's events, staged dramatic readings, or storytelling events featuring non-original or adapted works will not be funded.

Grant amounts for readings or spoken word performances range from \$50 to \$350. Grants for workshops range from \$100 to \$200 per session. In California, grant amounts do not exceed \$500 total for a workshop series. Organizations are encouraged to match payments to writers, but this requirement may be waived if there are extenuating circumstances.

Eligible applicants include: colleges, cultural centers, museums, libraries, correctional facilities, hospitals, small presses, community centers, senior centers, places of worship, bookstores, cafés, galleries, and theaters. Nonprofit status is not required.

Applications are accepted on an ongoing basis throughout the year, but must be submitted at least eight weeks in advance.

For more information, visit: [http://www.pw.org/funding/funding\\_readingsworkshops](http://www.pw.org/funding/funding_readingsworkshops)



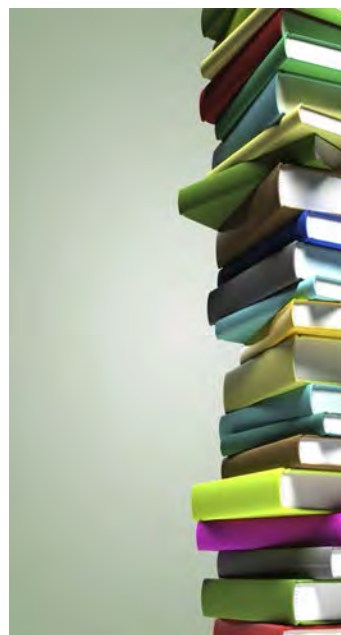
## Another Membership Benefit

### Book Expo Discount Entry

The CWC has arranged for an exciting member discount, approved by the Central Board at its January meeting:

CWC has arranged for its members a discount of more than 50% for the **BookExpo** New Title Showcase exhibit, June 1-4 at the Javits Convention Center in NYC. The New Title Showcase is an official exhibit of **BookExpo**. We are working with the Combined Book Exhibit who manages the New Title Showcase for **BookExpo** which is the major book industry event in the U.S. We are now able to offer CWC members a significant discount to display their books at this major event with either a print book, ebook, or both. A print display will cost \$150 (published rate \$315); an ebook display at \$150 (published rate \$315); or a combo rate of \$210 (published rate \$525). The cost includes the physical display of your book with full cover showing, a fully searchable online catalog and database, and listing in the New Title Showcase print catalogue and/or ebook electronic display. To participate, members will register and pay directly with Combined Book Exhibit at [https://secure.combinedbook.com/cbe\\_reseller/cwc/](https://secure.combinedbook.com/cbe_reseller/cwc/). The deadline for registration is May 13. CWC will not be involved in the transactions.

~~ Donna McCrohan Rosenthal



## ***A Few Words About Me***

Hi, I'm the Editor-in-Chief, Rusty LaGrange. When I first introduced myself four issues ago, I was excited to help get the word out to all of the branches slung out across our giant state. Now with 22 chapters (give a big welcome to San Joaquin Valley) it's more important than ever that we can all share resources, ideas, and events.

I've also noticed that key Guest Speakers, like Anne Perry, are taking the benefit of networking to engage with more branches and published authors.

*The Bulletin* is an accumulation of your branch news and events. Your photos are also important to keep the readability more vibrant. Branch news is placed in a different order for each issue. I like to mix things up. I try my darnedest to avoid miscues and omissions, but I do make a few mistakes. I use proofreaders, so if you wish to help out, just ask.

I was saddened to hear that Ray Malus won't be another resource that I use for networking with the MRMS club's database. I only hope we can keep it running, and that you will all use it regularly to network with your friends and in other branches, as well.

### ***The Digital Upgrade***

When *The Bulletin* changed over to a digital, page-turning format on its dedicated website, I couldn't find the ground for days. I'm a former news editor and paste-up artist. Let me just say "this is sooo cool."

Going digital helped relieve the bloat in your email versions, gave me more flexibility in layout, easier to read, and well, it's just prettier.

Other benefits include Internet "hyperlinks" within ads so that viewers can leap directly to a book author's sales page. *Are you taking advantage of that?* The cost of printing and mailing was reduced significantly, giving more money back into the state's working budget.

With this link benefit, advertisers within the club have an advantage of seeing their ads cover the entire state to be read and shared by nearly 2,000 members. The reciprocal advantage is viewers who read the ad can share the issue across most electronic devices. It's a perk that is growing daily. Each issue is also posted on CalWriters.com website to be shared again nationally ... and beyond.

### ***Opening The Bulletin***

So why do many members look blankly at me when I ask them if they read *The Bulletin*? Because many are not receiving it through their branch sources. Someone in each branch must be responsible for promoting and sending it out to their members.

You'll receive an email with a link. Click on the link. It will open to a source page. Wait for it to load. Then click on the right edge of the issue. The page swishes open just like an online catalog.

If you experience a problem, talk to your branch rep. The branch rep can then call me for more instructions or to discuss a technical glitch.

~~ Rusty LaGrange, editor-in-chief

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

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

**Here's the deal.** Any branch who generates the most advertising revenue in the next issue of *Literary Review* will win a 5"x7" ad to use as they wish in *The Bulletin* for the August 2017 issue.

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

The winning branch must list their name with the ad's cover email or call our Advertising & Promotions Bob Isbill at (760) 221-4148 to claim the credit for the display ad.

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



**WIN**



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

Writing-related advertising from businesses, CWC members, and individuals who wish to reach our target market at reasonable prices can select from:

### Four tiers of ads :

1. **Business card size (2"x3.5") ads for \$35.** These will appear in the back 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 created from your cover, mug shot, short description of book, and bio,** placed at the discretion of the Editor-in-Chief.

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

[www.Calwriters.org](http://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 display ads, black-and-white or color, must be self-edited, print-ready in jpeg format, to be published as received. We reserve the right to decline material deemed inappropriate at the discretion of the Editor-in-Chief.
- ♦ All ads must be emailed as a JPEG file to [AdvertisingCWC@gmail.com](mailto:AdvertisingCWC@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 and the size of your ad. When using PayPal mark the payment type on the hard copy you mail to us so we know how you paid.

**Deadline for advertising submissions for the Summer (mid-August) issue is Friday, July 28, 2017; and for the Autumn (mid-November) issue the deadline is Friday, October 27, 2017.** 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 [AdvertisingCWC@gmail.com](mailto:AdvertisingCWC@gmail.com).** Then place a **hard copy of your ad in an envelope addressed to the Marketing Department.** It is okay to fold the copy if you need to do so. **Enclose your check made payable to CWC Central Treasury or use PayPal online at [calwriters.org](http://calwriters.org).** **Mark the payment type & the amount** if you choose **PayPal**, please **state amount on the hard copy** placed in your envelope! Either way you pay, we **MUST have the hard copy mailed to us along with your email address and phone contact**, and the confirmed **size of your ad.** (Size isn't always indicated on your scanned copy, but it matters!)

# THE BULLETIN BOARD-



**RUSSIAN HILL PRESS**  
**A Publishing Company**  
**Paula C. Chinick**  
 pchinick@russianhillpress.com  
 www.russianhillpress.com  
 925-337-5983

*We take the stress out of independent publishing!*

Your  
Ad  
Here

## California Writers Club

### Mission Statement



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



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

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

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

### OUR DISCLAIMER

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

## DID YOU KNOW ? We List Events at CalWriters.org ~ Web Posting and Link Policies

### Events and Contests listed on this page must be:

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

### We will provide reciprocal links to:

- California Writers Club branches
- free, writing-related resources that are of a professional quality.
- publishing resources that do not charge reading fees, that pay authors upon publication, and that are legitimate online or print publications. The legitimacy of publications are based on the source of the information, such as trade-publication notices requesting stories, or publications in which CWC members are involved.

**Consider what contests your branch could sponsor statewide.**

## The Journey of John Bunyan

It's not easy being the son of a legend



**A. A. Andrews**

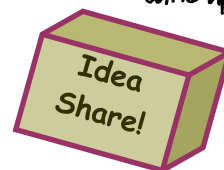
### A New Children's Classic for Our New Millennium

Most Americans know about Paul Bunyan, a fictional lumberjack who cleared the land for growing food and providing lumber for the homes to millions of new immigrants. Paul's son, John, respected his dad, but grew concerned that the decimated forests were not being replanted. John's angst of being the teenage son of a legend motivates the concept of sustainable forestry. With the help of his teenage friends, his mission is clear. Planting trees is one of the best options to fight global warming or climate change!

**PERFECT FOR YOUNG READERS**



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



## ADVERTISING OPPORTUNITIES

Advertisements in the  
*Literary Review* magazine  
must be placed by March  
31st.

**SEE PAGE 24  
FOR DETAILS**

**Purchase at Amazon**

[Details at WritersLairus.com](http://WritersLairus.com)

### AL ANDREWS

Born and raised on his grandfather's Minnesota homestead, Al Aho Andrews was first introduced to the concept of John Bunyan, who would plant trees for each one his legendary dad cut down, by Al's high school Ag teacher. After earning a Masters and PHD in Science, Al knew he had a mission of his own: to fictionalize the son of a legendary folk icon while encouraging all of us to become better stewards of our planet. In 2001, he created the Paul Bunyan Foundation and has planted over 28,000 trees on the old homestead.



# The Final Word

by  
Rusty LaGrange  
Editor

**In our family, when we prepare to go camping or take an extended trip, there are always those last minute items that nearly get left at home. Right at the last minute the item is remembered and quickly tossed into "The Last Minute Bag."**

**Here's the place where those last and late items might appear...**

## ***"It's Never Too Late To Write Your Story"*** ***HDCWC Presentation on March 25<sup>th</sup>***

Although many of you won't make this ultimate ode to the elder authors in our eminent club, I thought it would be a simple message to all writers of all genres across this colorful state. We have so many authors who have found their calling — or were determined enough to finally finish that book — and were not deterred even though age 90+ was considered too old to get anything done.

The High Desert Branch will present a panel of four authors in their nineties, and one youngster of eighty to relate their pathway (which could also be yours) to putting in writing both fiction and non-fiction. The program is set for Saturday, March 25, from 2 to 4 pm at the Hesperia Library, 9560 Seventh Street, Hesperia. (Google it) Admission is free, and the public is welcome to attend.

**June Langer**, age 90-ish, is working on her first novel. She has published magazine articles, poetry, and a short story and one of her poems is in the 2016 *For The Love of Writing* HDCWC anthology; **Evelyn Blocker**, a wonderfully young 96, has written and published seven books and many other works; **Amy Jo Burnett**, active member at age 94, is a versatile storywriter who also just completed participating as a judge in the Scholastic Arts and Writing Awards contest; **Winnie Rueff**, 92, has written and published a memoir of her days as a young nurse in 1943, *Calling Nurse Mearns: A Nurse's Story* is a poignant but fun-filled life of a young woman in some scary times.



*Amy Jo (gray top), Winnie (pink collar), June (stripes) and Evelyn*

**Diane Neil**, age 80, is granddaughter of Jack London's best boyhood friend, Frank Irving Atherton. Diane Neil had an unpublished manuscript written as a memoir, which was stored away unprinted for decades until she joined the California Writers Club. After telling president Dwight Norris about the book, he helped get the manuscript published as *Jack London In Boyhood Adventures*. It is now on Amazon.com and available at <http://www.jacklondoninboyhoodadventures.com/>

So you see, you have no good reason to delay writing that book ... unless you happen to be 97.



***No! Try not. Do, or do not. There is no try. — Yoda***