

# THE BULLETIN

California Writers Club

Vol. 4 No. 2

Summer / 2018

## Inside This Issue...

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## Paid Your Dues Yet?

*The Bulletin* is the official publication of California Writers Club, an educational nonprofit 501(c)3 corporation. Issue e-edition 09 now in circulation since August 2018.

### CENTRAL BOARD

**President:** Joyce Krieg  
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California Writers Club  
PO Box 201  
Danville, CA 94526

## Double Awards Announced for Ina Coolbrith Award

### David George Honored With State's Selection

*Compilation Text and Photos by Robert Isbill*

In the past few years, the Central Board had often called upon David George "in a pinch" and he would be there to help keep the ship on an even keel. His dedication to step in when needed made the Central Board's decision that much easier.

At the July meeting in 2017, the Central Board voted to recognize one of its most involved members with the award for exceptional service, and on Sunday, July 22, 2018, the event took place at the Oakland meeting. Past-president David George received the rarely - bestowed Ina Coolbrith Award.



*President Joyce Krieg holds the esteemed award for David George*

*continued page 3*

### Rosenthal to Receive Coolbrith Honor January



*Donna McCrohan-Rosenthal*

A motion was made at the July 22 CWC Central Board meeting to honor CWC Vice-President Donna McCrohan-Rosenthal with the highest award for outstanding service. The motion stated that "Donna has been an outstanding asset to her own East Sierra Branch, and a staunch supporter and innovator for the California Writers Club statewide. She has led the CWC South Region for several years and spearheaded the CWC South website from its beginning. Donna has accepted positions of leadership and unselfishly given hundreds of hours doing the jobs entailed in these positions for the betterment of the CWC.

*continued page 3*

## Hook Your Readers and Reel Them In



I see this all the time with writers I'm working with. The very first page of their very first chapter, and here comes a chase scene. Or a shoot-out. Or if it's a romance, hot 'n' steamy sex.

Invariably, I shake my head. Hate to break it to you, but this simply doesn't work.

Sure, I get it as to why many first time novelists do this. We're all told by the panels of experts at conferences and in the pages of *Writers Digest* that our opening has to be *killer*. We've got to hook the agent or editor — and eventually, our readers — from the very first paragraph. So we write an opening with bul-

lets flying, hearts pounding, bodily secretions flowing. What could be more gripping than that?

The problem with this approach is that we haven't had time to make friends with the protagonist. We have no idea who they are, nor a clue as to the world they inhabit. Shoot, at this point we're not even sure who to root for, the chaser or the chasee.

Compelling fiction is all about creating a hero who the reader cares about, and then throwing them into situation after situation, each more challenging than the last, until the dragon is slain, the treasure captured, the puzzle solved, and we reach The End. Above all, the reader must have a reason to care. No caring equals no reason to turn to the second page.

Far better in my opinion is to introduce your protagonist in their ordinary world, whether it be courthouse, county morgue, or sci-fi fan con, and introduce a hint of the trouble that is about to shake their world to the very core. The crooked judge, the corpse with the familiar face, and could that really be the class nerd behind that hot "cosplay" get-up? Practicing dressing up as a character from a work of fiction? Just a hint. Once we've had a chance to get to know your protagonist and care about them and their world, then let the bullets fly and the juices flow.

I can think of no better crash course than to head down to the local library or bookstore and study the opening lines of current novels, especially those by debut authors. These writers had to wow an agent and then an editor with their first chapters, unlike the brand-name authors who can phone it in at this point in their careers. See how deftly these first-time authors introduce their main characters, the world they inhabit, and the challenges they face. Can you put these techniques to good use in your own stories?

One more thing — if you are at all tempted to write an opening scene that turns out to be a nightmare or a PTSD flashback or the like, please don't. I beg of you — don't. Even the greenest of agents has seen this rookie technique hundreds of times and your manuscript will make a trip straight to the "reject" pile. Sure, Harlan Coben and Dean Koontz do it, but they're Harlan Coben and Dean Koontz and can get away with it. But a newbie, non-celebrity novelist? Don't even think about it.

Yes, I am aware that throughout this column I have used (or misused, if you wish) "they" and "them" as singular pronouns. But until the English language comes up with a gender-neutral singular pronoun, what is a writer to do? The strict grammarian in me cringes over this abandonment of standards, but I'm tired of the clunky "his or her" or "he/she." Shakespeare and Jane Austen were known to use "they" as a singular pronoun. Even the American Copy Editors Society is starting to relent. So like I say, until a better solution comes along, them's as good as it's going to get.



David ~~ continued from page 1

In her acknowledgement to David George, CWC Central Board President Joyce Krieg noted that he had always been there for us in time of need, but the big thing is his continued contributions after his presidency ended. Some of the highlights of his service:

- ◆ President from 2014 to 2017
- ◆ Saw the chartering of Napa Valley and North State, and was the driving force behind organizing the San Joaquin Valley branch.
- ◆ Was willing to stay on as Treasurer and served a couple of weeks until we found Bill Baldwin
- ◆ When Ray Malus passed away, David rescued MRMS.
- ◆ Volunteered to handle intake for the 2018 Literary Review, no small task, requiring much attention to detail
- ◆ And most recently, jumped in to be Membership Chair when Sharon Svitak moved to Texas.

George, a member of the Mt. Diablo Branch, has served with dedication to the preservation of the CWC as a knowledgeable club historian and consultant, and is an accessible asset to the membership.



Donna ~~ continued from page 1

Aside from being our current Central Board Vice-President, Donna has served as Public Relations Chair for several years and as Secretary to the Central Board, doing both jobs with diligence and distinction.”

The motion was unanimously carried.

As CWC Publicity Director, she negotiated member benefits and discounts such as a reduced fee to display books at the industry-wide BEA Book Expo. As CWC-South Chair, she introduced the mini-grant program, rack cards, and participation in the Riverside Dickens Festival with a booth and essay-writing workshop. As Chair for the CWC Centennial, she developed and arranged for the Bancroft Library to hold the CWC time capsule that will be opened in 2035, the 200<sup>th</sup> anniversary of Mark Twain’s birth.

Donna began her publishing career in the editorial departments of Simon & Schuster, Avon Books, and The Literary Guild. From there she transitioned to authoring books that were published by Simon & Schuster, Random House, Crown, Penguin, Viking, and other traditional houses. She has contributed extensively to local, California, and national newspapers and magazines such as *The Los Angeles Times*, *The Oakland Tribune*, *Ventura County Star*, *Redbook*, *Cosmopolitan*, *Desert Companion*, and *AAA Car & Travel Monthly* as well as the *Congressional Record*, and has appeared on *A&E Biography*, *Today*, and *Oprah*, and her speaking engagements have included the Smithsonian Institution.

In the volunteer arena, for many years she represented the community service NGO (non-governmental organization) Pilot International at the United Na-



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## PLAN FOR HOLIDAY SALES WITH THE RETURN OF “COVER STORY” DISPLAY ADS

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**ONLY \$60** see page 24

Many published book authors began writing articles for magazines and newspapers long before a book was published. Our Spotlight is on Kimberly Edwards, Sacramento branch, who shares her strategy for getting the most out of her freelance writing.

## The Identity List: How to Catalog Your Written Work to Get More Freelance Writing Projects

by Kimberly A. Edwards

By keeping a catalog of published pieces, freelancers can leverage future success when querying editors. Stay organized with this process for organizing and structuring your list to get more freelance writing projects.

Early on in my career, having published a few articles, I began keeping a list of these freelance writing jewels. As the years went by and I continued writing, I added titles of newly published pieces, and also recorded relevant activities such as coursework and workshops. Decades later, I am the proud owner of an inventory of published works and pertinent writing-related endeavors.

The document has proved supremely useful: When pitching an editor, there's no scratching around to gather credentials—my full history is easily accessible for reviewing and plucking relevant items. Creating a personal bibliography of achievements aids writers in four ways: It establishes a sense of accomplishment and self-confidence; documents your credibility; steels you when rejections flood in; and, banks your credits for later use.

Employ the following steps to build and utilize your own:

### 1. Compile a raw list of your published work and related writing activities ...

... such as workshops that have shaped you as a writer, in a Word document or an app like Evernote or Google Sheets. While in the moment specific dates and events may seem permanently etched on your heart, they *will* fade from your memory—but not from your list.

### 2. Organize your list.

I arrange my publication credits by the categories under which most of my work falls: Communication, Travel and Culture, Publishing Trends, Writing Craft, Lifestyle/People, and Miscellaneous. Under each category heading, I list article or essay titles alphabetically, along with the publication or publisher, date (month and year), and the URL (if the piece is posted online).



Kimberly Edwards

Here's an example:

*"Scene, Heard, Laced and Loved," ASJA Magazine, March-April, 2015, [asja.org/theword/2015/04/13/scene-heard-laced-and-loved-trends-in-long-form](http://asja.org/theword/2015/04/13/scene-heard-laced-and-loved-trends-in-long-form).*

Some articles cross categories, like one on producing an anthology that fits both Writing Craft and Publishing Trends. Thus, I write up the entry and place it under the category that *best* fits it. Occasionally, as need arises for a new pitch or résumé, I re-sort and recast my work by audience (Seniors), genre (Personal Essay) or format (Book). In addition to publication credits, I group pertinent writing-related activities into broad headings such as Education/Coursework, Professional Affiliations, Awards/Media, and Writing Leadership.

### 3. Select from your categorized list.

When I pitch a magazine editor, I scan my document for work that supports my query, since most submission guidelines require clips (i.e., proof of a deliverable track record). For instance, if I were to propose a piece on dog-training tips for a magazine with a youthful demographic, I'd include a few publication credits proving that in the past I've written for teens and about dogs, and have experience penning tip-based articles. The right clips act as a mini résumé, establishing that I can successfully carry out the proposed piece.

When scanning my list for which credits to include, I consider:

- **Topic:** Clips closely related to the article I'm pitching.
- **Target Audience:** Clips appearing in publications with similar reader demographics to the one I'm pitching.
- **Word Count:** Clips with a similar length to the proposed piece.

*continued next page*

**Spotlight continued**

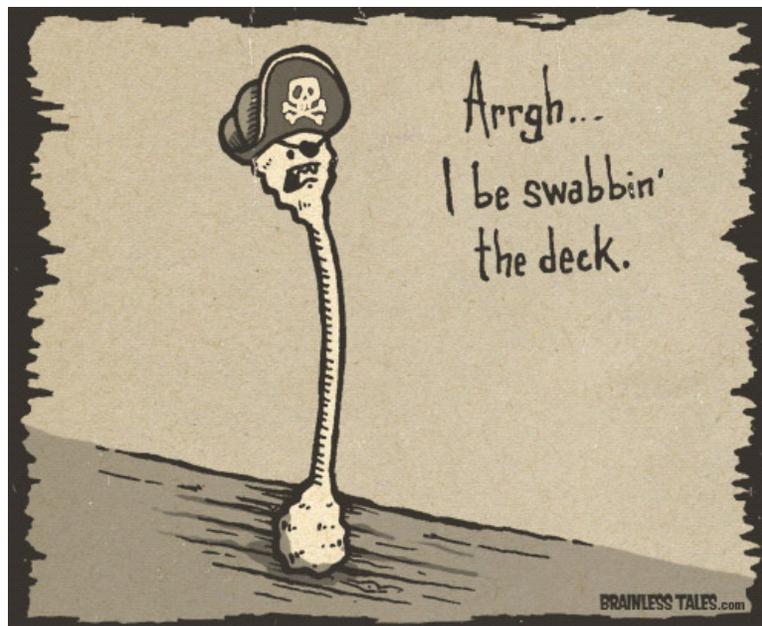
- **Freshness:** Clips that are somewhat recent and/or still relevant.
- **Reporting:** Clips that demonstrate my ability to conduct the appropriate research.
- **Presentation:** Clips that are nicely presented (such as a multi-paged feature, or articles that include sidebars and pull quotes).
- **Digital Accessibility:** Clips that have a working URL, so I can hyperlink them in the query (Never attach a PDF, as most editors avoid attachments.)

The writing-related activities on my list are used less but can serve an important purpose. An advanced degree or significant experience, with a topic related to a pitch, can help build a writer's case. If you're preparing a résumé for a writing retreat, things like open mic readings, study at reputable institutions, critique-group leadership, and memberships in professional organizations with state or national chapters may boost your standing. Recently, when applying to a prestigious writer's workshop, I consulted my list and pulled together a bio customized to the program's goals.

Unlike a website, business card, pantsuit, or other outward symbol of professionalism, my list is visible only to me, allowing for private introspection on the many sides of my writing identity. Patterns often come to light that give insight into my career path, whether crooked or straight. These words on a page enable me to carefully and confidently piece together the angle that best fits any opportunity.

**Kimberly A. Edwards** has written articles and personal essays for more than three decades. She currently leads a memoir seminar and serves as president of the California Writers Club, Sacramento Branch.

<http://www.cwcsacramentowriters.org/2017/kimberly-edwards/>



Courtesy of Brainless Tales.com



# Branch News

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

## Writers of Kern

This 2018-19 membership year brings transformation and growth to Writers of Kern. Along with our shuffle and change in board members and website update by our new webmaster, WOK is making strides in other areas as well.

For the first time in many years, we'll be producing an anthology of members' work, due out by Christmas. Our already successful Young Writers of Kern writing competition will be branching out to reach young writers by directly enlisting parents and students as willing participants in the process.

Our robust critique group operation continues with several club-sponsored critique groups, both online and face-to-face. As helping members achieve "Active" membership status is a primary focus, in addition to critique groups, WOK is looking toward formalizing mentorships and more actively aiding writers who are ready to move forward with their craft.

It's an exciting new year, and Writers of Kern is up for it!

~~ Annis Cassells



## Mt Diablo

*Writers Table*, a benefit for Mt. Diablo Branch members, has become quite popular. During these sessions, held before the branch's regular presentations, Discussion Leaders—who are themselves members—cover particular experiences, processes, or skills relevant to writing. At the beginning of the year, the program co-leads canvassed the membership and then developed a string of presentations covering a range of topics of interest to our writers. Having the sessions before the main speaker supports the branch's overall mission—people arrive early and receive a two-fer.



For the 2017/2018 year, Mt. Diablo members learned about *Writing & the Brain* (John Marvin), *Beta-readers & Critique groups* (Bill Yarborough), *Muse Boards* (Jill Hedgecock), *Researching History* (Jack Sharp), *Paths to Independent Publishing* (Andrew Benzie, Robin Gigoux, Al Garrotto), and *Book Trailers* (Judy Ingram).

*continued next page*



## *Branch News continues*

Participation has swelled, resulting in commandeered chairs and standing room only. Average attendance at a session is above 26. The trend is even better: the last two sessions had more attendees than the first four combined! Along the way, the program leads have solved a couple of “good-problems-to-have” (competing noise levels in the room and making sure there are more chairs around the table).

The response from the membership has been great—and not just in terms of attendance. The slate for *Writers Table* was filled relatively early in the year, with a future pipeline for the six annual slots bursting at the seams. More than a dozen members have volunteered to lead a session, while members and guests have suggested more than 60 interesting and writing-relevant topics.



Mt. Diablo branch’s website set up a page for the *Writers Table*: <https://cwcmtdiablo.org/writerstable/>  
Now we just need to fill out the sessions for the 2018/2019 year!

~~ *Bill Stong & John Marvin*  
CWC Mt. Diablo Branch



## **East Sierra**

The East Sierra Branch in Ridgecrest, California – between the Sierra Nevada and Death Valley – has issued a call for independent film shorts and brief readings for Weird Weekend, Friday-Saturday, September 21-22, 2018. The event “celebrates the stranger side of the desert” and offers the Indie Shorts Film Fest on Friday afternoon (calling for the weird, quirky, highly creative, up to PG 13 rating, horror, fantasy, science fiction, Death Valley themes, or “Twilight Zone-ish”), Weird Weekend Storytelling Competition on Saturday afternoon, and a Master Mystery Production interactive murder mystery for both nights, Friday and Saturday. Sign up at Red Rock Books (206 W. Ridgecrest Blvd.; 760-375-3454) to present a film or reading.

~~ **Donna McCrohan Rosenthal**





## Branch News continues

### San Fernando Valley

For the past few months, the CWC-SFV has made a concentrated effort to increase our membership. Last April, we rented space in a booth at the L.A. Times Festival of Books. Former SFV President Gabriella Owens worked that event and reports, "This book festival has an attendance of 150,000 people and we handed out lots of marketing material about the CWC, our SFV branch and our club's authors. Interestingly, many people asked me about various State CWC branches which made me feel hopeful that other branches will also gain new members after the LA Times Book Festival."

During the past summer weeks; SFV Board members have tried to improve and update our social media. Bob

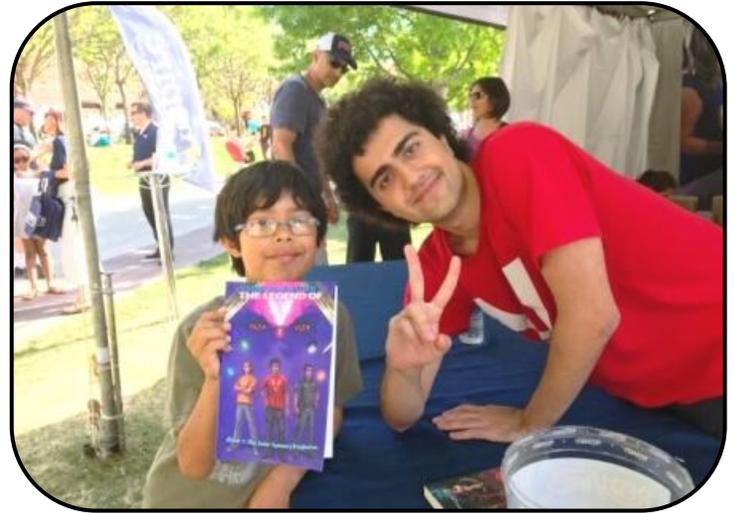


**Bob Okowitz, Pres. and State Rep**

Okowitz, our CWC State Representative and 2018-19 SFV President, is enthusiastically leading our board in these efforts. In July our board elected to join Meet-Up and established a MailChimp news brief pub for quick club news releases and announcements. Our "The Valley Scribe" will continue to be our monthly CWC publication.

On August 4<sup>th</sup>, our membership will hold an August Potluck Social, using our new social media sites to reach potential visitors who use Meet-Up and read our MailChimp newsletter. Karin Esterhammer, a former LA Times Travel Editor will speak about her new book, "So Happiness to Meet You." We'll have a festive summer meeting visiting with old and new friends. What a pleasant way to beat the summer heat!

In October we'll have the unique opportunity to hear Jonathan Beckman, former senior editor of the *Literary Review*, and author of multiple award-winning non-fiction books. He is flying into LA from London and will speak to our meeting October 6, on "How to Avoid Writing Bad Sex Scenes." Beckman's lecture might attract many visitors and fill our meeting room at the Motion Picture and Television Fund. Perhaps some guests will return and boost our membership tally, and that outcome sounds like a happy ending.



**First-time author Varak Kaloustian (left) finds a new fan at LA Times Festival of books.**

~~ Kathy Highcove  
CWC-SFV Editor

### *Well Said*

**Someone who thinks logically provides a nice contrast for those of us who live in the real world.**



## *Branch News continues*

### Orange

We continue to meet the second Saturday of each month throughout the year. Our Spring and Summer programs have been consistent in providing current information on the writing and publishing life. Monthly topics have included: “Finding and Building Your Story” by Janet Lynn and Will Zeidinger; “The Promise of a Premise” by Jeff Lyons; a lecture on how to write intimate scenes by Janet Williams; and, “Making Writing Connections and Editing Tips and Tricks” by Mary Vensel White. We are pleased to announce that Mary has

joined our branch and has also taken over the publication of our monthly newsletter. Welcome, Mary, and thanks for sharing your expertise.

Our relationship with the 1888 cultural center in Orange continues to grow. In June, Jeanette Fratto presented Trevor Allred with a \$300 mini-grant, available through the treasury of CWC-South. Our branch and 1888 collaborated on a program which included the reading of curated essays, all covering the topic, “Why We Write.” This program was recorded, and a podcast is available for future use. The 1888 center, near Chapman University, and many students use the site. Local authors’ books are prominently displayed for sale.

On July 22, Jeanette Fratto attended the bi-annual Central Board meeting in Oakland. All 22 branches were represented. Past President David George was presented with the Ina Coolbrith award for his long and distinguished service to CWC. He currently serves as Membership Chair, but those duties will soon be transferred to Sandy Moffett.

Our membership in Meet-Up has resulted in new guests at our meetings. As of this writing, dues renewal is taking place and it is timely for becoming a new member also.



*Trevor Allred of 1888 (rt) receives a mini-grant check from Jeanette Fratto.*



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As we look forward to Fall we anticipate the same level of quality programs we have enjoyed so far, thanks to Allene Symons and Pam Tallman, who are tireless in finding inspiring and knowledgeable speakers.

~~ Jeanette A. Fratto



# The 2019 California Writers Club LITERARY REVIEW



## **START POLISHING YOUR WORK FOR THE 2019 *LITERARY REVIEW***

The countdown is on for the 2019 CWC  
*Literary Review*.

A team of volunteers—Tish Davidson, Fremont Area Writers; June Gillam, San Joaquin Valley; Kim Edwards, Sacramento, and CWC President Joyce Krieg—met on August 8 to map out plans to continue the tradition of the annual literary magazine for 2019. The three will function as a team with the CWC president overseeing the project.

Submissions will be accepted from September 1 through November 30. Check the CWC website, [calwriters.org](http://calwriters.org), starting in late August for details. In the meantime, start now on polishing your work to make it the very best you can!

The 2018 California Writers Club  
**LITERARY REVIEW**

This 2018  
Literary Review  
features the selected  
works of our CWC  
membership.

Each was chosen  
from submissions  
open to members of  
our twenty-two  
branches.

North to south

A curated  
collection of fiction,  
non-fiction, memoir,  
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## *Branch News continues*

### **Fremont**

On Saturday, July 14, ten of our published authors spent the day at Newpark Mall in Newark signing and selling their books. Together they sold a total of 32 books and one art print. We were pleased with the location – between Macy’s and the food court – and with the sales! We are considering the possibility of a second book signing at the same location, possibly in the Fall as the holidays approach.

At our June meeting, we elected board members for the coming year. We have some new faces on the Board, as well as some familiar ones. We’ll introduce all of them to you in the next issue of the Bulletin.

Our July monthly meeting was our annual picnic which was held once again at the Union City Historical Museum in (you guessed it) Union City. One of our members, Myrla Raymundo, is the founder and CEO of the museum. She also edits our monthly newsletter, *Ink Spots*. Attendance at the event was good, and we had a great time socializing and getting to know each other better. We also spent time discussing ideas to improve the services we provide for our members. Our mission statement is “Writers Helping Writers.” Here are a few things we discussed: creating a members’ skills bank – many of us have skills in editing, proofreading, graphic/web/publication design, art, etc., that could be of value to our writers; partnering with local bookstores to do regularly scheduled readings of our published works and establishing dedicated shelf space for local authors’ books; updating our brand with continuity across all of our printed materials, as well as, our website, which is currently being redesigned. It’s going to be an exciting year for us!

Last year when DeVry University moved to a new location, we had to leave our long-time home in the Ardenwood area of Fremont. We stayed for a few months in the building that now belongs to 42 Silicon Valley, but they were renovating and we eventually moved to a meeting room in a local Round Table Pizza. The food was good, and we were grateful to have found a new location. Then, several months ago, with renovations completed, we were able to return to our old home at 42 Silicon Valley, located at 6600 Dumbarton Circle in Fremont. If you’re in the Fremont/Newark area on the 4<sup>th</sup> Saturday of the month, come and join us. We meet from 2 to 4 pm. Park in the back of the building; you’ll find us in the first room on the left as you enter the building’s back entrance. Hope to see you at one of our future meetings!

~~ Nancy Guarnera

### **San Francisco / Peninsula**

The Literary Stage at the San Mateo County Fair highlighted a busy spring and summer for the SF Peninsula branch. We sponsored another nine-day event including readings from winners of our literary contests and other writers, panels, and workshops. This year, we made a brief video that we can use on our website and at presentations to promote our club and the Literary Stage. We also published the winning works of our branch members on special website pages.

Our members led monthly community writing groups at the San Carlos Library. Former President Carole Bumpus led two meetings about “The Art of the Critique.” Elise Miller led one session about writing basics. Mary Knippel presented “The Pen’s in Your Hand – Unleash Your Story Worth Writing.”

Our published members participated in an Authors Day on Sunday, June 3, at the Barnes and Noble store in San Mateo. Seven members read and signed their books. We’re planning another Authors Day during the peak holiday shopping season in December.

*continued next page*



## *Branch News continues*

Lisa Meltzer Penn and Audrey Kalman were elected to serve another year as branch president and vice-president respectively. Jean Morrow moved from secretary to treasurer. Korie Pelka took over as secretary to round out our new executive board.

Bette Houtchens was awarded the Louise Boggess Award, which is given annually to the member who has performed the most valuable services to the branch in the preceding year. Bette served as our parliamentarian and our membership chair. She also worked on the Venue Committee to find new meeting locations.

In April, Poet Devi Laskar discussed Wordplay and Forms in Poetry. She engaged members in an exercise that resulted in a pantoum, a verse form with specific patterns and repeated lines.

In May, Diane Holcomb talked about Inside "Self-Publishing: The Good, The Bad and How to Do It Right." She advised members who have self-published how to build relationships with independent booksellers.

Our June speaker was author Jim Hanna, a longstanding member. He talked about "Ten Writer Traps to Avoid."

In August, editor Laurel Anne Hill will talk about the next volume of *Fault Zone*, the branch literary anthology series we publish every other year. She'll provide tips for how branch members can increase their chances of being included in our next issue. We continued our Think Tanks, hour-long sessions held at the conclusion of our regular monthly meetings. Tim Flood talked about how to plot backward and write forward. Member and writing coach Darlene Frank talked about "Editing Memoir and Personal Stories."



**Photo: I-r, President Lisa Meltzer Penn, Vice President Audrey Kalman, Treasurer Jean Morrow, Secretary Korie Pelka.**



~~ Bill Baynes

### **BREAKING NEWS**

## ***Moffett Returns as Membership Chair***

"I am delighted to announce that Sandy Moffett of our Writers of Kern branch has volunteered to take over as our permanent State Membership Chair," noted David George in a recent announcement. "Sandy already has experience as the former state chair in 2010-12. Please welcome Sandy and thank her for her service to the Club." George was CWC (Retiring) Interim State Membership Chair.

Sandy agreed to assume these new duties effective August 15<sup>th</sup>. She will be listed on the MRMS club database, but remember that any problems with membership dues must always go through your individual branch first. She will assist directly with your branch membership chair.

Sandy Moffett has been a poet and lyricist for more than 30 years. She is an inspirational speaker for women's groups and uses her personal life experiences and history as a third-generation funeral owner to help those who are grieving. Sandy's tales as a funeral singer have appeared in *Mortuary Management* and *International Mortuary and Cemetery Management*. She is the author of *Dear Ones*, a collection of poetry and prose and has had stories published in *Cup of Comfort: Devotional for Mothers and Daughters* and *Chicken Soup for the Soul Angels Among Us*.



**Moffett**



# Inside a Writer's Mind –

by Penny Sansevieri of AME



Does this describe you? You hear the term “guerilla marketing” and you want to rock/hide in a corner or run screaming from the room instead of doing book marketing? If you would rather die than speak in public or tell funny stories about your dog to a room full of people, then you’re not alone. I’ve never done an official survey, but I would bet that 80% of the authors I speak with fall in this introvert category.

In fact, I do too. Believe it or not. If you’ve ever seen me speak at a conference, you’d swear I was lying. Me, an introvert? No way. But it’s true. The thing is, I overcame it, and so can you. Now I’m what you might call a selective introvert. I can get up in front of a crowd of people and do my thing, but then afterwards I’d rather escape out the side door and hide in my room. I hate networking and honestly, I’m not good at it at all.

## **Book Marketing for Introverts – 9 Tips to Get Started**

So, what’s an eager author to do when you see all these articles about book marketing that require you to leave your house? Well, there’s a solution for that. You may even hate the idea of



*Penny sharing advice at CWC meeting*

starting a Facebook group because it means you have to interact with people online. If that’s your level of introvert-ness, then pay attention, because we’re about to open up a whole new book marketing world for

you. One keenly designed for us introverts.

### **1. Pick a Book Marketing Strategy That Fits Your Comfort Zone**

When it comes to book marketing, there are a lot of suggestions, lots of ideas. The thing is to become really clear on what fits the person you are. By doing this, you’re putting yourself in the best possible position to succeed. If the idea of a Facebook group or managing a “street team” gives you hives, then maybe that’s not for you. I’m going to offer you some ideas that you can do, all related to book marketing for introverts. And these ideas are keenly designed with the awesome introvert in mind.

### **2. Pick a Book Marketing Strategy You’ll Enjoy Doing**

I would say this doesn’t just apply to introverts but to everyone. Why on earth would you want to keep doing something you hate doing, right? So, find at least one strategy you like and enjoy doing — that way you know you’ll keep it up! Ask for help if you could use some guidance in identifying the options.

### **3. Write a Lot of Books**

The best way to market your book, is to have your books market themselves. And the best way to do that is to have a lot of books. Now, I’m not saying this works every single time. Because it goes without saying that the book has to be great, with a solid cover, edited well, and a topic that’s current. So keeping all of that in mind, the best way to gain more visibility for your books is to have a lot of books out there. And if you’re not spending a ton of time on the road, or at conferences, then you have plenty of time, yes?

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#### 4. Learn How to Effectively Advertise

I'm not always a fan of advertising unless it's in a focused way that supports your book marketing efforts. Like [Bookbub](#) or [Amazon](#) or Facebook/Instagram. But if you want to honor your inner introvert, then advertising on one or all of these platforms may be your best bet.

#### 5. Speaking Events and Book Signings

Yeah, I know. Here we are talking about how to do book marketing for introverts and I throw you this curve ball. Well, hear me out, because some of you may want to work your way up to doing



book signings or speaking gigs. When I first started my journey into speaking, I was terrified. So, I focused on smaller groups, where it felt more like a “chat” rather

than a speaking gig. I started small, with tons of notes so I was sure to cover all of my topics – my notes were like my training wheels. And eventually, like training wheels, I didn't need them.

If the idea of book signings somewhat appeals to you, but speaking does not, remember that these can be two different animals. You can do book events and sit at a table and sign books. You don't (technically) have to do a talk, though it's always great if you can, even if it's just reading from your book. I would suggest attending some book signings from less famous authors. So if James Patterson comes to town, you can bet he's got the author book signing down pat. Instead, consider going to an author event that's from someone you've never heard of and watch what they do, how they interact, etc. Watching others will help you learn a lot and it's also great to show your support for other authors by attending their events.

#### 6. Social Media

A lot of book marketing gurus like to tout social media. Do videos! Do Facebook Live events! And while all of these seem good in theory, the idea of being live on video may make you light-headed. Believe me, I hate it, too. The key to social media is to find a tool you're com-

fortable with, and work with that. Even if it's just one site. Next, make the discussion around your book, not you, because often that's where introverts draw the line. They really don't want to talk about themselves. Focus on your book, the message, the characters, talk about a review you got, or a note a reader wrote you.

#### 7. Have a Great Author Website

You're going to need to invest in this, because if you want to avoid a lot of in-person awkwardness, you'll need a website that's clean, clear, and on message. A good website is an awesome book marketing tool. You'll want to make sure your contact information is easy to find and you'll want a newsletter. Yes, I know it. But an email newsletter is a fantastic way to stay in front of your readers without actually having to see people.

#### 8. Be Generous

I was speaking to a lady who runs a book group on MeetUp and she said that someone had contacted her, wanting them to consider his book for their book club. While the book wasn't exactly right for their group, she said if he gifted copies to the members she'd invite them to review the

book. Awesome book marketing win, right? Except he turned it down, not wanting to give away copies of his book. Sorry folks, you can't have it both ways.

You can't be an introvert and also unwilling to give a little when it comes to your book.



*Penny sharing advice at training.*

Create a freebie book, or a freebie eBook with the first few chapters of your book and offer it on Amazon – yes for free. David Baldacci did that for his book. And while I'm not sure if he is an introvert, it's certainly a great idea.

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Now I'm not asking you to give away everything for free, but consider having one book for free on Amazon, or even offering a free book on your website for folks who sign up. It could be a full book, a novella, or a portion of your book as I mentioned above. Free is a powerful marketing strategy.

### 9. Put Your Book (s) to Work

What's at the end of your book? If it's just an author bio, then you're missing a big book marketing opportunity. Also, making sure that you have an engaging way for readers to contact you without having to be engaging in person, is every introvert's book marketing dream. Include a letter to readers, short and sweet.



Invite them to contact you and ask for a review of your book. Include links! Yes, that means a link to your book on Amazon (even though they likely just got it from Amazon, make it easy, include it anyway).

Being an introvert doesn't mean that you can't be an ace at book marketing, too. It just means that you have to get more creative about your marketing efforts. Do things that don't require you to attend big events, but certainly attend writers conferences if it feels like the right thing. Because networking with other authors (many of them also introverts) can also be a great way to learn and become more comfortable with the book marketing tasks ahead. And you never know, maybe at some point your introvert nature may succumb to the excitement of meeting new readers and you may become a selective introvert. Until then, there's a lot you can do to get the word out about your book, without ever having to actually say a word.



~~ Short Bio: Penny Sansevieri at [www.aMarketingExpert.com](http://www.aMarketingExpert.com) is an author's marketing asset, capable of coaching and guiding new and experienced authors to their next level of entrepreneurship.

## Elections Held in July Affirm CWC Incumbent Slate of Officers

*by Robert Isbill, Advertising & Promotions Director*



The members representing twenty-two CWC branches met in Oakland on Sunday, July 22, to conduct the business of the California Writers Club. One important item on the agenda was to conduct annual elections of officers for the fiscal year of July 1, 2018 through June 30, 2019. The slate of officers who served in the previous year had agreed, if elected, to serve another year. The officers on the 2017-2018 board retained their positions and were unanimously re-elected.

They are:

President **Joyce Krieg** — [president@calwriters.org](mailto:president@calwriters.org)  
Vice President **Donna McCrohan Rosenthal** — [vp@calwriters.org](mailto:vp@calwriters.org)  
Secretary **Elisabeth Tuck** — [secretary@calwriters.org](mailto:secretary@calwriters.org)  
Treasurer **Bill Baldwin** — [treasurer@calwriters.org](mailto:treasurer@calwriters.org)

Appointments for the coming term were made by President Joyce Krieg and approved by the Central Board. They include: Executive Member –at-Large Jeanette Fratto, Membership Chair Sandy Moffett, Public Relations Director Judy Kohnen, Bulletin Editor Rusty LaGrange, State MRMS Administrator Dick Amyx, Webmaster John Byrene Barry, and Advertising & Promotions Director Bob Isbill, who also serves as Forum Administrator and Moderator.



*Well Said*

**Middle age is when broadness of mind  
and narrowness of the waist  
change places.**



## *Branch News continues*

### **Sacramento**

#### **Granting More Than Talk and Lunch**

Sacramento Writers tried a new model this past June – a dynamite speaker with a new book and an offer to give a copy to each attendee. The speaker: Grant Faulkner, who brings NaNoWriMo (National Novel Writing Month) to the world each November, encourages authors to write 50,000 words in 30 days.

The book: *Pep Talk for Writers: 52 Insights and Activities*.

The giveaway: a free copy of Grant's book to the first 50 attendees at our last luncheon meeting before the summer recess.



**Grant Faulkner**

We had heard Grant speak three years earlier. We knew he was a dynamite presenter. As co-founder of the 100 Word Story, he seemed as enthusiastic as ever. Having read his recent articles in writing magazines, we knew he would charge up the room with equal energy. So we jumped at the chance to invite him back, this time to speak on “Develop a Creative Mindset and Write!” We ordered copies of his book through Amazon after estimating how many attendees we might have.

On that Saturday, Grant arrived at his usual fast-busy-hardworking pace as you might expect of someone coordinating so many projects. But the minute he walked into the room, he gave us his all. With attendees guarding their copy of his book, he shared, “The 5 things I Wish I Knew When I Became a Writer” to encourage us in our own writing endeavors.

Here are his 5 insights (adapted from *Sacramento Writer* newsletter, [http://www.cwcsacramentowriters.org/wp-content/uploads/CWC-Newsletter-July-2018\\_final.pdf](http://www.cwcsacramentowriters.org/wp-content/uploads/CWC-Newsletter-July-2018_final.pdf), by Marcia Ehinger, editor:

- 1) Goal + Deadline = Magic  
Constraints are advantages in disguise. We work better with deadlines.
- 2) The Art of Banishing My Inner Editor  
We are too critical of our own writing and tend to harbor “creativity wounds”.
- 3) Writers Block Doesn't Exist  
He uses techniques and prompts to get words on the page.  
One technique is a “word sprint” in which you write as fast as you can.
- 4) Recognizing the Benefits of Failure and Rejection  
Rejection is one of the best revision tools for a writer.
- 5) Building and Nourishing a Creative Community  
Many writers become too solitary.  
Join a supportive group like California Writers Club, and a critique group.

Grant also offered some goal setting ideas for 2018:

- What project would you like to complete by year's end?
- How long can you write each day?
- How many words can you write during that time?

Even though Grant's visit left us wanting more, his message has nudged us along all summer. And any leftover books? They're being used as an incentive to members of the community to join the club.

~~ Kimberly Edwards





## Branch News continues

### Tri-Valley

Tri-Valley Branch is increasing its collaboration with the surrounding communities. The eighth annual High School Writing Contest attracted nearly 100 entries from local public and private high school students. The awards ceremony was held May 20 at the Livermore Public Library. Mitali Perkins (*You Bring The Distant Near, Tiger Boy, Rickshaw Girl*) was the keynote speaker.



**Mitali Perkins**

On June 9, eight Tri-Valley Branch members spoke at the the Dublin Library's Local Author Showcase, which the branch also co-sponsored. The branch is co-sponsoring an Indie Author Event with the Livermore Library on October 13.

For the second year, the San Francisco Writers Conference (SFWC) featured a special session by Tri-Valley Branch members Jordan Bernal and Paula Chinick called "Practice Your Pitch." Participants broke into small groups to present their book pitches before the SFWC agent speed-dating program.

The Alameda County Arts Commission awarded Tri-Valley Branch a \$1700 grant in May. This is the third time the branch has been awarded a grant. The monies help with local outreach, especially the High School Writing Contest and the biennial writers conference.

For the second year, Tri-Valley Branch offered a scholarship to a Las Positas College student pursuing a degree involving writing courses. This year, the branch received matching funds from the Central Board scholarship fund. The 2018 scholarship winner is **Sarah Riensche**, (pictured here) who has now joined Tri-Valley.



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34th Annual  
**Central Coast  
Writers Conference**  
September 27-29, at Cuesta College SLO  
#FindYourScribeTribe

Reserve your place now at:  
**CentralCoastWritersConference.com**

It's Time To Tell Your Story!  
80 workshops and panels, three keynotes!  
Workshops, Panels, Private Critique Sessions,  
Networking, Editors, Publishers, and Agents.

Opening Keynote: Wine, Women, Wisdom, and Words

<https://www.cuesta.edu/communityprograms/writers-conference/index.html>





## Branch News continues

The branch is co-sponsoring an Indie Author Event with the Livermore Library on October 13.



Patrick Coyle

Patrick Coyle was given the Tri-Valley Branch's Sue Tasker Memorial Service Award in June. Coyle is a charter member and the leader of the STEM critique group, which introduces members to the art of giving and receiving useful critiques. He is also the branch photographer, and has worked on several anthologies, and judged essays in multiple high school writing contests.

The fourth biennial anthology, **Voices of the Valley: Journeys**, will be published by the end of 2018. Forty-nine members submitted 91 works of poetry and prose (both fiction and non-fiction) for consideration.

~~ Lani Longshore,  
President



## Long Beach

### Rome and Notting Hill

Through our speakers, the Long Beach Branch 'traveled' over the last few months, and we had excellent tour guides for our writing journey. We learned how CWC Orange County Branch member Janet Simcic turned a health scare into some very exciting (who-knew-I-could-do-this?) careers. From living in Rome she learned Italian, started a travel company, and has authored several books set in Italy. How cool is that? From sharing her classic case



President Liv Haugland with guest presenter Ara Grigorian.

of making lemonade from life's lemons, Simcic inspired and entertained us all.

In another world romp of sorts, author, story coach, and Southern California Writers Conference staple Ara Grigorian entertained the Long Beach branch with

a rousing presentation of clips from the movie *Notting Hill*—you know, the one with Julia Roberts and Hugh Grant. Grigorian parsed the film through its classic story beats that keep us invested in its characters, as we want to do in our novels. It was a nearly Standing-Room-Only crowd in the library's community room.



Janet Simcic with VP Frank Kearns and Kathryn Atkins

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## *Branch News continues*

### Considering an Audiobook?



Our September speaker is a corporate instructional and product-related voiceover professional who has also provided the voice for several novels. His name is Tom Jordan, and we are excited to learn what we authors need to consider as we transition from print and Kindle to the world of audiobooks. It's a big step. Stay tuned for a report of Tom's presentation in the next Bulletin.

**Tom Jordan,  
Voice Over Professional**

~~ Submitted by Long Beach PR Chair  
Kathryn Atkins, Immediate past president of the Long Beach Branch.



### San Joaquin

San Joaquin Valley Writers will share the benefits of CWC in a booth at the Great Valley Bookfest in Manteca October 13, a free, all day festival attracting thousands to celebrate reading and writing. For details, see <https://greatvalleybookfest.org/>



~~ June Gillum



### High Desert



The High Desert Branch had a celebrated second quarter, with a variety of engaging speakers, spirited open mics for members, multiple award winners, completed branch publications, and plans for exciting programs during the remainder of the year.

**Eleventh grader Aaliyah Jones (at left)** of University Preparatory High School in Victorville won first place in our third Dorothy C. Blakely Memoir Project, for her heart-warming memoir about her grandparents titled "My Lucy." Thirty-three students participated in the project. Their stories about senior citizens are compiled in a keepsake anthology titled *Footprints From Around the World*. You may refer to the March 2018 Bulletin for more information about this great collaboration that rewards students with their first

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## Branch News continues

opportunity to be published authors, and in which this year, provided monetary awards between \$100 and \$400.

The High Desert's third annual Spring Book Fair, held on May 26, was another successful venture which showcased nearly 20 of our member authors. It was highlighted with raffles where purchasers won books and other great prizes.

Our fellow members, Roberta Smith and Michael Raff of Nevermore Enterprises, sponsored the Spring Book Fair once again and applied for a mini-grant from our local board. Their hard work and major efforts in advertising helped readers buy from our authors.



**Roberta Smith (left) and Michael Raff (right) of Nevermore Enterprises created and sponsored the Spring Book Fair. President Rebecca Kosko is pictured in the center.**

This year's long-awaited "Howl at the Moon" Writers Conference on October 6, 2018 will be life changing. This our seventh conference.

It will feature Talent/Literary Manager and Producer Marilyn Atlas who will share her lively presentation, "Dating Your Character: a fun and effective way to approach character development for writers," during the day-long event. Among her credits as film producer is the award-winning "Real Women Have Curves," for HBO.

The purpose of these workshop/conferences is to bring the best available talent to the High Desert, to assist participants in the development of all aspects of writing, and to keep the cost low. Everyone is welcomed to attend. Registration is \$45 for CWC members, \$55 for non-members, and \$25 for full-time students. More information is available at [www.hdcwc.com](http://www.hdcwc.com).

High Desert branch of the California Writers Club presents the 7<sup>th</sup> **Howl At The Moon Writers Conference** Saturday, October 6, 2018 9:30 a.m - 4:00 p.m. For details visit [www.HDCWC.com](http://www.HDCWC.com)

James Woody Conference Center 13467 Navajo Road Apple Valley, CA

CWC Member Bargain Price: \$45  
Non-Member Bargain Price: \$55  
Full-time Student Price: \$25  
Tickets available at [www.HDCWC.com](http://www.HDCWC.com)

Guest Presenter Marilyn Atlas  
**TOPIC: "Dating Your Character"**  
A fun but effective approach to Character Development for writers

HDCWC members are pleased to announce the newly elected officers for July 2018-June 2019. They are President Rebecca Kosko, Vice President Lorelei Kay, Secretary Roberta Smith, and Treasurer Jenny Margotta.

HDCWC members are grateful for the outstanding service of all of the 2017-2018 officers. Outgoing officers who we pay tribute to are Vice President Shalechia Hunt and Secretary Elizabeth Pye. Pye also hosted the board members to meet at her home.

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## *Branch News continues*

Several HDCWC members won top honors in the adult poetry contest during this year's San Bernardino County (SBC) Fair. Newly elected HDCWC Vice President Lorelei Kay won first place and the Best in



*Clockwise beginning at front: Katina Newell, Sheryl Lynne Thomas-Perkins, Rusty LaGrange, Lorelei Kay, and Mary Langer Thompson. (photo credit: Rusty LaGrange)*

Show ribbon for her free verse poem, "Wishing on a Braid." Dr. Mary Langer Thompson won second place in free verse; Katina Newell won second-place in the verse class for "Fearless"; Sheryl Lynne Thomas-Perkins won second-place in the Diamante class; and Diane Neil took the third-place honor in verse for "Ode to an Ancient Cat."

CWC Bulletin Editor Rusty LaGrange also participated in the poetry contest and was instrumental with insuring that the contest was held, as Fair planners considered cancelling it for lack of participation. Rusty masterfully rallied fellow HDCWC members to register for the contest, and she arranged for an information booth to promote the club to thousands of fair-goers.

and screenwriter Ken Rotcop, who shared insights on pitching scripts. Well-known for his industry-changing process for new authors to get their scripts in front of decision-maker broadcast executives, Rotcop is the creator of "Pitch Mart." July's speaker, marketing expert Anna-Marie Abell, was equally engaging and informative. She entertained everyone with her personal marketing success stories and encouraged everyone to have fun marketing their books and to look for ways to stand out. She advised writers to regularly blog on their websites, and to read prospective reviewers' reviews, noting their pet peeves, before asking them to review books.

Among the outstanding speakers who recently graced our meetings was the June speaker, author, and screenwriter Ken Rotcop, who shared insights on pitching scripts. Well-known for his industry-changing process for new authors to get their scripts in front of decision-maker broadcast executives, Rotcop is the creator of "Pitch Mart." July's speaker, marketing expert Anna-Marie Abell, was equally engaging and informative. She entertained everyone with her personal marketing success stories and encouraged everyone to have fun marketing their books and to look for ways to stand out. She advised writers to regularly blog on their websites, and to read prospective reviewers' reviews, noting their pet peeves, before asking them to review books.



*Evelyn Blocker*

### IN MEMORIAM

Sadly, long-time member Evelyn Blocker passed away in April. She was 98 years old. HDCWC members honor her memory. She was a retired teacher, author, and very active in her community.

~~ Sheryl Lynne Thomas-Perkins, PR





## Branch News continues

### Inland Empire

The Inland Empire branch celebrated most recently published authors last January. Our writers sit on a panel and describe to other members their steps on how they got from page to publishing and answer various questions.

In February, we participated in the Southern California Dickens Festival in Riverside. In April, we combined our Writers Retreat with the Mount San Antonio College's annual writers weekend. Later in the Spring, we were awarded a mini-grant which helped support Claremont High School's English Department and their annual event with students and local authors.

In addition to all these activities, we also present local authors to our club for monthly presentations. So far this year, we have had two memoirists, an indie book store owner, plus a poet and short story writer.

In June, we hosted Christina Hamlett whose bio includes short stories, screen plays and playwright. At the end of her presentation on the categories of page, screen or play, she offered a challenge. After reading one of her anthology books, you would have to give her specific feedback as to which category the story falls into. The contestant's work had to be submitted by the end of July and the winning prize would be \$100. If you read her *Writer's Block* book, the assignment for the same month was to explain why one of her examples of curing writer's block helped you. The prize for that would be a free half-hour consultation. Any winners will be posted on our website.

Also, in July, we recognized members with an Open Mic Day. Authors read and shared their work for 3-5 minutes with the opportunity to sell their books.



*Open Mic Day authors shared their work during their July meeting.*

~~ Sue Andrews



### Berkeley

Instead of holding our June meeting that would fall on Father's day, we moved it and hosted a book launch event at Laurel Bookstore in downtown Oakland, for our NINE authors who released books in 2017 & 2018. Fred Dodsworth moderated readings by: Henry Hitz (writing as KM Lovejoy - *Supremacy*), JoAnn Smith Ainsworth, (*Expect Deception*), Gary Durbin, (*Nano-Uncertainty*), Kymberlie Ingalls (*43*), Tim Jollymore, (*Lake Stories and Other Tales*), Sheryl Bize-Boutte (*Running for the 2:10*), Kristen Caven, (writing as Cosima Zanardi, *The Vesuvian Affair*), Christine Volker (*Murder in a Sensuous City*), and Jane Anne Staw (*Small: The Little We Need for Happiness*).

Then in July, we gathered for our summer social, which we started last year in lieu of the state-sponsored picnic. (As the founding branch it seems fitting for us to keep the party going!) We gathered at a member's home (Fred Dodsworth, again!)

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## Branch News continues

in Berkeley, and enjoyed a barbecue potluck with fresh berries and honey from the yard. Almost everyone read some of their writing. Here's a link to Fred's viral political poem, and check out the photo of Jing Li with her treasure! She completed her manuscript just before the party; you can read an excerpt of *The Red Sandals* in this year's *Literary Review*. ) Finally, we all enjoyed our annual group reading of "Columbus." **Sail on! Sail on and on!**

~~ Kristen Caven, PR

**Jing Li holds her MSS for her latest book that was featured in the *Literary Review*.**



## Mendocino Coast



We have a lot happening for writers on the Mendocino Coast. The 2019 anthology, *Night Waves*, will accept submissions until August 31st. On August 16th, the third Thursday and our monthly meeting, we'll have writing teacher and freelance editor, Susan Bono, speaking on "Imperfection and the Art of Writing Memoir and Essay."

In July, our collaboration with the Artists Coop of Mendocino had its Ekphrasis exchange where "art describing art" paired twenty writers and twenty artists. Our October meeting will feature the writers reading their work, and the Coop gallery will exhibit the art side by side with the single page of prose or poetry for the month of October.

**Our president, Katherine Brown, presides over the July Ekphrasis creative exchange.**

~~ Doug Fortier

## North State

**North State Writers Hosts a Members July Picnic**  
NSW members, along with family and friends, enjoyed an evening of fun in the sun barbecuing hot dogs and hamburgers at beautiful Wildwood Park in Chico. There were raffle prizes, contest winners, and lots of laughter. NSW Members are already planning and looking forward to a replay of the Members Picnic for next year.

**pictured L-R: Brian and Nancy Marshall, and David Bruhn**

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## Branch News continues

### NSW Short Story Contest Thank You

A huge thank you goes to every author who submitted a short story for the *NSW Short Story Contest*. The judges were impressed with the quality and amount of work that each author put into their submission(s): Needless to say, they had a difficult time making their final decisions. Though it's unfortunate that not everyone could be a winner, several authors will be receiving an invitation to resubmit their stories for publication in an up and coming *Short Story Tales of Terror* that the NSW is hoping to publish in the near future. Again, we would like to thank every author for their wonderful story submission(s).

**Congratulations, Winners of the NSW Short Story Contest!** Submissions were carefully juried by a panel of judges who were unaware of which author wrote which story. The judge's final selections were: 1st place, Brian Marshall for *Touched*;

2nd place, Jeanette Holden for *JuJu*; and third place, Cathy Chase for *Igor's climb*. The winning short stories have been posted on the NSW website at <http://www.northstatewriters.com/>

**CONGRATULATIONS!**  
North State Writers announces the winners of the  
*2018 Halloween Short Story Contest* are.....  
.....(drum roll please).....

<p><b>FIRST PLACE</b> Brian Marshall For "Touched"</p> 	<p><b>SECOND PLACE</b> Jeanette Holden For "JuJu"</p> 	<p><b>THIRD PLACE</b> Cathy Chase For "Igor's Climb"</p> 
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### NSW Hosts a Successful Self-Publishing Workshop

Presenter and Amazon best selling author, Heidi Nalley provided NSW members and the community with step-by-step guidance on how to publish independently on Amazon, and how to market at low cost or no cost. Woo-hoo! The praises of the attendees who finished this 6-hour workshop confirmed the success of the workshop.



Heidi Nalley



*Pictured above is Heidi Nalley's workshop classroom*

~~ Kathi Hiatt, President

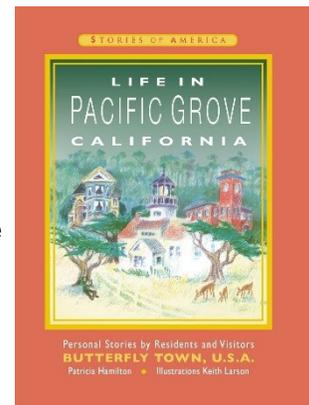


## Branch News continues

### Central Coast

#### Central Coast Members Works Featured in *Life in Pacific Grove California*

*Life in Pacific Grove California: Personal Stories by Residents and Visitors to Butterfly Town U.S.A.* (Stories of America) is chock full of heritage stories and historical information about the Methodist Retreat beginnings. It contains more than 400 personal stories written by residents and visitors. One section features works by members of Central Coast Writers: Joyce Krieg, Patrick Flanagan, Suzanne Stormon, Nancy Jacobs, Nancy Swing, Russell Sunshine, Sharon Law Tucker, Lana Bryan, Elaine R. La Fleur, Patricia Watson, Ned Huston, Sarah E. Pruitt, Donnolo Beren, Illia Thompson, Alana Myles, David Rasch, Wanda Sue Parrott, Jonathan Shoemaker, Marlene Martin, Vanessa Smith, Dorothy Vriend, and Patricia Hamilton.



This project was conceived and produced by CCW member Patricia Hamilton and her team of personal history/memoir professionals. Patricia's innovative Hero/ine's Journey Worksheet is included. She uses the worksheet in her memoir writing classes to reveal strengths the writer may not have identified or acknowledged, thereby empowering and inspiring the individual and the community.

#### 4th of July Parade

The Central Coast Writers club is a staple in the annual 4th of July parade in Monterey. This year over 20 members were either walking or riding in vintage cars (a 1992 Italia and a '65 Malibu SS convertible.) We carry signs created years ago by Joyce Krieg. It seemed as though this year the signs saying

"Writers ♥ Freedom of the Press" and "Writers ♥ the First Amendment" reverberated with the crowd.



**President Laurie Sheehan leads CCW in her 1992 Italia followed by Dennis Hamilton as white-suited Thomas Wolfe**



**Parade marchers assemble**

#### Page Turners Book Fest by Lana Bryan

Monterey Elks Lodge member Margie McCurry approached Central Coast Writers last spring with an idea of sponsoring a Book Fest dubbed "Page Turners." McCurry is a tour de force on her own and managed the Elks lovely venue, the publicity, and with CCW's help, corralled over 40 local writers to sell their books on July 15. Over 60 members of the public attended including several more authors who want to participate next time. We're calling it a success based on the enthusiasm with which it was attended and received. To cover costs, each author paid a nominal \$10 for table space. The event was free to the public, as were tickets for



*continued next page*

the donated books raffled off to attendees during the afternoon. CCW thanks the participating authors and the Elks, who welcomed us to their lodge on a Sunday afternoon. We're looking forward to another Page Turners event!



**CCW President Laurie Sheehan and Elks Representative Margie McCurry**

**“How to Promote Your Book” with Diane Hinds**

Central Coast Writers presented a workshop, “How to Promote Your Book,” with PR expert Diane Hinds on Saturday, March 10. Ms. Hinds was also a speaker at one of our general meetings. Topics at the workshop were:

- Targeting your audience
- Creating a key message
- Media releases: writing and distributing
- Affordable publicity and advertising

Her workshop is designed for self-published authors, but included advice we can all benefit from.



**Diane Hinds,  
PR Expert**

**High School Writing Contest Winners**

By Leslie Patiño, Chair, CCW High School Writing Contest

We feted a long table of special guests front and center at our April meeting, joined by three winners of our 2018 Short Story Contest for Monterey County high school seniors and juniors, along with parents, teachers, and the photographer Brooks Leffler, who took the photo used as a prompt this year. First-place winner Elias DeLeon served as our April five-minute reader, sharing his story “Rememory,” the tale of an elderly man with Alzheimer’s who buys a dilapidated house in the countryside with the dream of growing a marvelous variety of wine grapes.

Thanks to the generosity of CCW members who purchased raffle tickets, we awarded \$900, with the top three winners taking home \$300, \$200, and \$100. Teachers of the top three and the Honorable Mention winners received \$50 each. All six winners’ stories are on the CCW website. [centralcoastwriters.org/ccw/contests/2018%20hs%20short%20story%20contest%20winner](http://centralcoastwriters.org/ccw/contests/2018%20hs%20short%20story%20contest%20winner)



**Leslie Patiño, Chair of the High School Writing Contest, and Photographer Brooks Leffler with the writing prompt.**



**Brooks Leffler’s photo prompt**

~~ Lana Bryan





## *Branch News continues*

### **CWC NorCal**

FOURTEEN NORTHERN CALIFORNIA CWC BRANCHES

**Election of Officers for 2018-2019** -- Carole Bumpus was commended for her leadership of the group over the past three years and was encouraged to continue one more year as Co-Chair. By a unanimous vote the following officers were approved: **Co-chairs: Carole Bumpus (San Francisco Peninsula Branch) and Kymberlie Ingalls (Napa Branch); Secretary: Evelyn LaTorre (Fremont Branch); Treasurer: David LaRoche (South Bay Branch).**

**NorCal Website Future Plan** -- **Deborah Bernal**, website manager, (**Tri-Valley Branch**) for the NorCal site, distributed lists of information she needs from each branch, to regularly update the calendar on the NorCal website, [cwcnorcalwriters.org](http://cwcnorcalwriters.org). She will work with the State CWC website manager to keep the sites connected.

**Bay Area Book Festival Update – Headed up by Tim Jollymore – Berkeley Branch.** For those who attended the April 28-29 festival many reported that the NorCal booth had attracted much positive attention. A list of 90 names and email addresses of interested attendees were collected for the pertinent branches and distributed to them for further outreach. The booth was fully staffed each hour of the fest, sometimes with three members, sometimes with two. Branches which participated were Berkeley (5), Mt. Diablo (3), Peninsula (3), Central Coast (1), Fremont (1). Our “thanks” go out to those branch volunteers who helped in the booth for the third year of our CWC participation.

**Building Better Branches Leadership Conference 2018** – will be held **Saturday, September 29th** at the **National University Campus in Pleasant Hill**. The purpose of the Conference is to reeducate present board members, train incoming branch officers, and share best practices and ideas between present and potential chapter leaders. The cost will be around \$25 to \$30 per participant with each chapter paying for the first six to eight of its members. NorCal will subsidize poorer chapters upon request.

There are to be sessions for the following peer groups: president/vice-president, secretary, membership, treasurer, program, website, and newsletter, publicity and miscellaneous positions such as chairs of contests, writing retreats, innovative programs and conferences. Topics for general sessions: Available tools for effective board members - such as knowing the MRMS system, use of NorCal and CWC Reps, and communicating with counterparts. **Deborah Bernal (Tri-Valley)** has offered to repeat her presentation, “5 Dysfunctions of a Team and How to Overcome Them.” Other possible topics: Making By-laws Work for You,” “Developing a Chapter 5-year Plan” and **Roger Lubeck, Redwood Writers**, will be heading up a panel discussion on Leadership. A discussion with three to four presidents or past presidents will discuss what worked for them.

**Carole Bumpus –  
CWC NorCal Co-Chair &  
San Francisco Peninsula**



### **CWC South**

EIGHT SOUTHERN CALIFORNIA CWC BRANCHES

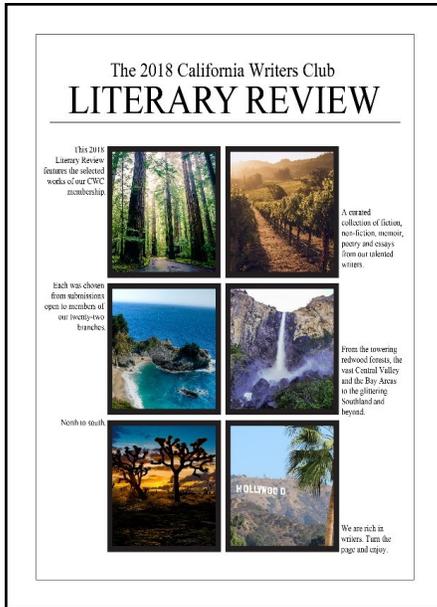
The Southern Region of the CWC participated in the Riverside Dickens Festival, February 24-25, 2108. We had a booth, distributed literature, collected contact information from people interested in joining a branch, conducted essay workshops at the invitation of the festival organizers, and donated raffle baskets (good CWC visibility and public relations) for their annual “Pickwick Pub” fundraiser.

Late this spring, we funded three mini-grants of \$300 each to projects submitted by CWC-South branches that partnered with non-profits in their communities: High Desert Branch to the San Bernardino County Library Adult Literacy Program; Inland Empire Branch to promote literacy and love of the written and spoken word with local teenagers, by sponsoring the first ever annual WORDPLAY writing festival at Claremont High School; and Orange County Branch to support the creative arts through 1888 Center, most recently a project entitled "Why We Write," referred to as a roadshow conducted at various venues in the county. A key live event took place on June 20, 2018. CWC-South’s mini-grants have proved very effective in building strong and gratifying ties between the branches and their communities.

~~ **Donna McCrohan Rosenthal**



## Literary Review Delivery & Update



By now each member of the California Writers Club should have in their hands an issue of the 2018 Literary Review. If you never received it in the mail, check with your branch membership chair or assigned person who can help you get one. Your name and address are taken from the MRMS state roster, so if you are listed correctly you should have your magazine.

Congratulations goes to Elisabeth Tuck and her editorial committee. This labor of love extended well over six months: readers, editors, critiquing, layout, and proofing. Take look at the masthead on the inside cover and you'll see why this issue was held to such high standards. If you would like to volunteer for next issue be sure to check our club's main website [www.CalWriters.org](http://www.CalWriters.org) for more information.

Congratulations to all selected authors and poets. If this was your first story or poem selected for print then you are now among those who are grateful and eager to be published, to be recognized for quality, and able to enter more contests with confidence.

~ the editor

**This digital full-color news magazine is available to all members for free.**

**It can be read from a link at [www.CalWriters.org](http://www.CalWriters.org) anytime.**

**We now have a new up-graded server that offers faster upload speeds and seamless compatibility with more devices.**

**Pass the Word.**

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

We believe that placing an advertising display full-color ad with a hot link is such a great deal that we want everyone to know. Have a book to promote? Offering great services provided to writers? Let your guest speakers promote their services, too.

**Here's the deal.** Any branch who generates the most advertising revenue in the Autumn issue of *The Bulletin* (coming out in mid-November) will win a 5"x7" ad (a \$90 value) to use as they wish in *The Bulletin* for 2019.

- 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 branch name with an email and date or call our Advertising & Promotions Director Bob Isbill at (760) 221-6367 to claim the credit for the display ad.

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

## CWC'S The Bulletin



**Printed  
3 times  
a year**

**March, August &  
November**

**Your ads help pay for  
our digital presence  
on the Internet**



**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**



**Four sizes &  
rates:**

1. **Business card size** (2x3.5") ad for \$30.
2. **Index card size** (3x5") ad for \$60.
3. **Cover Story size** (5x7") ad for \$90 created from your book's cover, mug shot, short description of book, and short author's bio, placed at the discretion of the Editor-in-Chief.
4. **Full Page** We will make available only one full-page vertical ad (7"x10") for \$200. First come, first served, and for that reason, arrangement for this ad must be made by phone.

## REACHING 2,000 STATE-WIDE!!

**Advertise in CWC's *The Bulletin*!**

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

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

Advertising content must be for businesses related to the writing and publishing field. Any CWC member in good standing, and individuals who wish to reach our target market may place an ad. We offer reasonable rates. (See sidebar at left)

- ♦ All display ads, color or black-and-white, 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.
- ♦ Email as a JPEG file to **[AdvertisingCWC@gmail.com](mailto:AdvertisingCWC@gmail.com)**. No exceptions.
- ♦ A physical copy of your ad and details of your payment must be surface mailed as well. Please include your return address, email address, and telephone contact number, and the size of your ad. When using **PayPal** mark the payment type on the hard copy you mail to help us understand how you paid.

### **Submit your advertising copy by October 27th**

Space is limited, and appropriate ads will be accepted on a first come, first served basis. A copy of *The Bulletin* will be emailed to advertisers upon publication. Remember to include your preferred email address along with your ad submission.

Questions? Call Bob Isbill at [\(760\)221-6367](tel:(760)221-6367).

#### **Checklist. Please follow directions closely:**

- ♦ **Design your ad.**
- ♦ **Scan it to a jpeg file**
- ♦ **Send it to [AdvertisingCWC@gmail.com](mailto:AdvertisingCWC@gmail.com) .**
- ♦ **Mail hard copy of your ad in an envelope**
- ♦ **Address it 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!)**

**ANY OTHER  
NEWS THAT  
YOUR  
BRANCH IS  
WISHING  
TO  
SHARE???**

## Web Posting & Links Policy?

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

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

### We will provide reciprocal links to:

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

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

## CONFERENCES FOR WRITERS

High Desert's "Howl at the Moon" Writers workshop returns October 6th, 9:30 am to 4 pm. Featuring Marilyn Atlas and "Dating Your Character."

<http://www.hdcwc.com/>

## A Word From the Editor

This coming Autumn issue will offer the "Cover Story" display discount for only \$60. This gives first-time authors a chance to showcase their new title for a discount of 30%. Plan now for your Oct 27th deadline. All display ads created by me are owned by you. Just request a copy and you can use it in any other publication – no strings attached. Authors from last summer 2017 can still request a copy before my files are deleted.



I hope you let others know that within the news you find here is the credit you all deserve as accomplished writers & authors.

~~ Rusty LaGrange, editor

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

# GENERAL ANNOUNCEMENTS



This simple icon points to an idea that you can share with your branch.



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

CWC's main site archives all issues & makes them available at [www.CalWriters.org](http://www.CalWriters.org) under our Publications page. This is a club benefit.

## ADVERTISING OPPORTUNITIES

Advertisements in *The Bulletin* magazine must be placed by **Oct. 27th**

### DOES YOUR BRANCH HAVE AN ASSIGNED Advertising & Promo Chair? THE BULLETIN

*Our digital news is delivered right to your email box?*

It's a free club benefit.  
Ask for it.

## 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](http://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](mailto:Rusty@RustyLaGrange.com)

### OUR DISCLAIMER

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

# The Final Word

by  
Rusty LaGrange  
Editor

## When You Pull Off the Mask, is there Another Underneath?

*The psychological phenomenon known as 'impostor syndrome' is something that permeates within any profession. Don't despair! It's as common as a cold!*

When I first became familiar with the "impostor syndrome," I was working as a cub reporter. Guys wearing Press cards on their chests and swilling coffee all day seemed to be set apart from the others. One female reporter said that all the guys are just posturing like banty roosters. But later, I noticed the higher they climbed their ladders, their attitudes gave them an air of superiority that made me uncomfortable. I began to see this false bravado and haughtiness draped over them until they were out among the public.

My first major jobs taken in my steps to a better career often put me in a position where I wondered if my bosses knew I wasn't really that reporter they hired. I mean, could I do all that stuff those other reporters claimed they did — and strut my stuff? Working as an editor of a weekly propelled me to a pedestal in many peoples' eyes. I was just a working writer. Why were people placing me in high regard? I felt like an impostor and unworthy of their supreme status.

Once writing as a features editor of a large metropolitan Canadian daily newspaper, [Daphne Gray-Grant](#) thought she was qualified for the job, but knew for sure that she didn't fit in. As a female among older male employees she said, "I stood out like someone wearing a snowsuit at the beach in July. Did I feel like a fraud? A little. But not as fraudulent as I felt when I published my first book, *8½ Steps to Writing Faster, Better.*"

Recognizing a guilt complex for feeling out of place yet accomplished, she was suffering from impostor syndrome. That term was coined in 1978 by clinical psychologists Pauline Clance and Suzanne Imes. Those exhibiting the syndrome — despite all evidence of their great competence — remain convinced that they are frauds and don't deserve the success they've achieved. While impostor syndrome appears to affect both men and women in equal numbers, it seems to attach itself to writers like Velcro. And not just beginners!

Even hitting such great American poets and writers like Maya Angelou, winner of three Grammys and nominations for both the Pulitzer and the Tony: "*I have written 11 books, but each time I think, 'Uh oh, they're going to find out now. I've run a game on everybody, and they're going to find me out.'*"

"If Maya Angelou felt that way about her writing, what hope is there for the rest of us?" asks Gray-Grant. "I've written about impostor syndrome before, but I've taken a closer look." She shares these points:

**1. Recognize impostor syndrome is a common, if uncomfortable, part of life.** You are not alone. I love the story that writer Neil Gaiman tells about famous astronaut Neil Armstrong, the first human being to walk on the moon. "Armstrong was 'just going where I was told' — he didn't feel like a hero."

**2. Learn to be a healthier impostor.** Don't *ignore* your feelings or, worse, beat yourself up for having them. Avoid self-handicapping, a habit identified in 1978 by social psychologists Steven Berglas and Edward Jones. People who use this strategy deliberately *lower* their own chances of success for example, by leaving writing projects until the night before they're due. This action, beloved of university students around the world, allows them to have a ready-made excuse when things go wrong. Don't allow your self-handicapping impulses to make the situation worse for you.

**3. Help someone else overcome impostor syndrome.** We're more helpful to people other than ourselves, and we treat them better, too. We can learn lessons that we can apply to our own situations. Find someone you know who appears to be suffering from impostor syndrome and do what you can to help them. The act of showing such empathy will improve you as well.

Impostor syndrome is an expression of doubt. Doubt is an emotion that is neither good nor bad. Do your *very best* work regardless and know the feeling will pass, as feelings inevitably do. It will fade.

