

# THE BULLETIN

California Writers Club

Vol. 5 No. 3

Winter / 2019



## INSIDE

- ◆ Newest info for Lit Review
- ◆ 2 Idea Shares
- ◆ Managing Ideas for Writers
- ◆ more

*The Bulletin* is the official publication of California Writers Club, an educational nonprofit 501(c)3 corporation. Issue edition 13 now in circulation since November 2019.

### CENTRAL BOARD

**President:** Donna McCrohan Rosenthal  
**Vice Pres.:** Roger Lubeck  
**Secretary:** Elisabeth Tuck  
**Treasurer:** Anthony Becker  
**Member-at-Large:** Jeanette Fratto

Branches: **22**

California Writers Club  
PO Box 201  
Danville, CA 94526

## Getting “harpooned” in the Gig Economy

**F**reedom is a by-product of California’s hippie generation. What? Maybe. Years later, dealing with generations who enjoy working from home, from the beach, or driving as a freelance Uber or Lyft service operator, has created this level of freedom and helped give rise to the “Gig Economy,” which describes a free-market type of system where employees work temporary or contract roles for a short period of time.

And while the Gig Economy has given an unprecedented level of freedom to employees, it has led to a number of issues that stem from the legal status of these employees. These issues eventually led to the rise of California’s AB-5 bill.

### What is the AB-5 bill?

California’s AB-5 bill works to flip the classification of many workers from independent contractors to employees. This change of classification works to give employees a greater range of labor protections under sick leave, minimum wage laws, and more. For example, drivers for Uber and Lyft will now be considered employees rather than independent contractors. The bill was approved in September 2019 and will come into effect in January 2020.

### How do I tell the difference?

An employee is either paid by the hour, through commission, or paid a salary. They’re taxed on their income and employers must withhold federal, state income, as well as FICA taxes from the amount they’re paid. On the other hand, an employer with an independent contractor doesn’t have to withhold state, federal, or FICA taxes from the amount they’re paid. An independent contractor is solely responsible for

*continued page 3*



## President's Corner

Donna McCrohan Rosenthal

# Introductions & *Literary Review News*



**T**he CWC's 2019-2020 officers swung into action on August 1, effecting the sometimes complex transition from the team we've enjoyed for the past three years. Joyce Krieg stepped down as president and Bill Baldwin as treasurer. We appreciate all they've done for us. I came on as president, Roger Lubeck (Redwood) as vice president, and Anthony Becker (Inland Empire) as treasurer. Elisabeth Tuck (Mt. Diablo) has remained as secretary, and Jeanette Fratto (Orange County) as member-at-large.

Sandy Moffett (Writers of Kern) assumed a new position, CWC-South chair, and in addition returns as CWC membership chair. Carole Bumpus (SF Peninsula) continues as NorCal chair.

Thanks to them all for pitching in to take on these demanding and time-consuming commitments.

~~~~~

Update on the *Literary Review* (see page 4)

As you most likely have heard, our Literary Review managing team had to withdraw a few weeks before July's Central Board meeting owing to health and other pressing issues. They did such a great job on the last edition, and had really gotten the job down to a science. We'll miss their very important contribution to our organization.

After their announcement, we harnessed our persuasive powers to twist arms behind the scenes, but with limited luck so far. We have a production editor who will receive the rated and scored selections from the judges and, taking the best, do the layout and design and work with the printers. But we could use more judges and, very significantly, a manager who will coordinate with the judges, sending the submissions to them, together with instructions for rating and scoring.

Would you be willing to judge? To coordinate with the judges? Do you know someone in your branch whom you might interest in helping out? If so, please contact me at [president@calwriters.org](mailto:president@calwriters.org).

We're hoping to open the submission window in early December, with the 2020 Literary Review coming out in Autumn 2020.



# LITERARY REVIEW NEWS FOR YOU

Update on

## *The Literary Review Magazine* **CALL FOR VOLUNTEERS**

We plan to bring the next issue out in Autumn 2020.

To do that, we'll need judges, proofers, and a submission manager (the person who records submissions as they come in, assigns numbers so that names won't be on them during judging, and confirms with the Treasurer that submission fees have been paid).

Up to the challenge? Please let us know ([president@calwriters.org](mailto:president@calwriters.org)) and identify yourself by name, branch affiliation, and a little about your qualifications for the mission.

**We hope to open the submission window in early December.**

*continued from page 1*

paying all of their self-employment taxes and other taxes based on their earnings.

Well, the truth is that a number of independent contractors are against the AB-5 bill. Particularly a handful of Uber and Lyft drivers that worry about possibly losing out on the work flexibility that they value so much. The same flexibility that helped give birth to the Gig Economy in the first place. That's because these drivers worry that once they're considered employees instead of independent contractors, they'll see some of their freedoms disappear.

Knowing the above information, it's easier to understand why many Gig Workers are starting to worry about the ramifications of the AB-5 bill. If this bill creates a wave of similar bills that end up in every state across the country, then Gig Workers may see their entire way of making a living change overnight.

And while AB-5 hasn't said anything about limiting the levels of freedom afforded to Gig Economy workers, it's possible that the legislation will cause shockwaves throughout the country that may put a damper on the Gig Economy all together.

While I have compiled a variety of insights for you to consider (see links below), I suggest you research more thoroughly what AB-5 will mean to you. It will be months before we will get answers applied to the creatives, designers, photographers, authors, and others who are independent, freelance, and freedom-cravers.

<http://ivanhoffman.com/AB5.html>

<https://www.schedulehead.com/why-californias-new-ab-5-bill-will-change-the-gig-economy-forever/>

~~ Rusty LaGrange, editor





# Branch News

## Redwood Writers

### DATE SET FOR 2020 SONOMA COUNTY WRITERS CONFERENCE

Our biennial Sonoma County Writers Conference will be held on Saturday, May 2<sup>nd</sup>, 2020 in Santa Rosa. Workshops, outstanding speakers, and much more for writers of all genres. More info in the months or go to our website at [redwoodwriters.org](http://redwoodwriters.org).

### I CAN ALMOST TASTE IT WRITERS CONTEST

The deadline is coming up fast for our latest contest, *I Can Almost Taste It*. Have a favorite family recipe story to share? Or write something that features a recipe as a central character or plot device. Fiction, memoir, or essay – due no later than 9:00 p.m. on November 17. Details on our website at [redwoodwriters.org/taste-it-contest/](http://redwoodwriters.org/taste-it-contest/).

~~ Deborah Walton, PR



~~~~~

## Fremont Area

### Greetings from Fremont Area Writers!

First, our hearts go out to those of you whose lives are being impacted by this year's fires, both here in the North and in the South. May you all be safe.

On Sunday, October 20<sup>th</sup> FAW held its first "Third Sunday" Literary Open Mic at a local Starbucks in Newark, where "Writers Read Their Original Work." These events will be held every month on the third Sunday and are open to the general public as well as FAW members. We had eight readers for our inaugural event; seven FAW members and one member of the public. We're pleased to be able to give our writers yet another way to share their work with the local community, as well as giving the general community that same opportunity.

Our "Second Saturday" events at Half Price Books are continuing to be successful and fun for our published authors. In October, Amber DeAnn read from her book *Release Your Magical Child*, a fictionalized account of her experience with PTSD. Anita Tosh, who writes YA Christian fiction will be reading from her books *The Zella Chronicles* and *God's Armory* in November. Our December author will be our 2019 Jack London Awardee, artist, writer and teacher, Jan Small. She'll be sharing a number of her wonderful art-related books just in time for holiday shoppers. We've already scheduled five authors for 2020 and are looking forward to scheduling the remaining seven.

Long-time member Carol Hall has released her position managing our Facebook page and new member Amber DeAnn has stepped in to keep us active with our social media presence. We are most grateful to Carol for her years of service, and to Amber for her willingness to volunteer.

After nine years of arranging book signings for our FAW authors, Jan Small has decided to release this responsibility and give her next book the benefit of her full attention. We are most grateful for all her efforts through the years and celebrated her at our September meeting with cake!

*continued next page*





## *Branch News continues*

Our recent guest speakers at our monthly meetings have included FAW member Tish Davidson speaking on Preparing to Publish, John Byrne Barry on Setting, Andrew Benzie on Promoting Your Self-Published Work, and in November, attorney Kelley A. Way speaking on the topic of Contracts...something that we must all face if we're going to publish our written work.

As we finish up our year-long celebration of our 10<sup>th</sup> Anniversary, we will be devoting a portion of our November meeting to celebrating our charter members, as well as recognizing our long-time members. It's been an exciting year of growth and expanding opportunities for our branch. Of course, there will be cake!

~~ Nancy Guarnera



~~~~~

## East Sierra

East Sierra recently wrapped up its annual Weird Weekend in September, an increasingly popular program of Weird Storytelling Competition, workshop for children, and Master Mystery Productions interactive murder mystery. October brought the Edgar Allan Poe Tea with the ingenious drama "Lenore Nevermore," created for the branch then exported for a reprise at the historic Amargosa Opera House in Death Valley. December reaches a festive finale with the all-member holiday potluck party and readings on December 5, followed by the Dickens Tea (theatricals, free book exchange, crafts, tea, and bread pudding) on December 7, for members and general public as well.

When not eating, sipping tea, and making merry, East Sierra engages in serious writing pursuits such as Scenes from Lives of Service: High Desert Veterans from WWI through Desert Storm, a collection of 120 profiles and ample photos. The book should appear on bookshelves in and around Ridgecrest by December.

~~ Donna McCrohan Rosenthal



"It looked like the world was covered in a cobbler crust of brown sugar and cinnamon."

— Sarah Addison Allen, [First Frost](#)





## *Branch News continues*

### **Inland Empire**

IECWC Contributors to the 2019 Anthology, Inland Empire, California Writers Club

You can find us on Amazon using our title, 2019 Anthology, Inland Empire, California Writers Club.

The Inland Empire embarked on an ambitious project this past fall. Never in our club's twenty years have we produced an Anthology. This year we did it! But it wasn't without some blood, (not literally!) sweat and tears. None of us on our team had an inkling of how much time, effort and team work it would take to create such a lovely outcome. But we made it and are proud of it! Many of our goals were met.

One goal was to get some of our new members published for the first time, and to get a submission from every member. The former goal was met and the latter goal was met by having almost 40% of our club submitting. With-

out our great team, we would not have been able to accomplish publishing it. Check us out on Amazon. The group shot below of all our contributors was taken at our Fall Retreat.



#### **Fall Retreat**

Speaking of our Fall Retreat, last September's turned out to be one of our best. We had over 50 people in attendance and gained some new members. Our morning speaker, Mr. Jonathan Lethem, talked on the craft of writing, especially illustrating not only his writing journey but his life's journey that coincided. He gave further details about his mystery stories for which he is famous. Mr. David Woghan spoke to us in the afternoon on the importance of book reviews. He demonstrated how to best write them and how to make them work to your advantage.

One of our previous speakers this fall was Ms. Lynne Spreen. Her presentation was regarding getting your books on audio. It sounded so easy the way she explained it. Although one disadvantage to putting your book on audio could be time consuming due to the fact one has to decide which speaker you want to hire to narrate your book. The service online is free, however, and that is a big plus. Please check out how to do it. You might want to give it try. My summary of her presentation, which was in our Fresh Ink online magazine, is now also on one of our CWC websites.

~~ Sue Andrews







## A CCW Workshop with Shelly King

**Point-of-view** is the window through which your reader experiences your story. It can be a porthole that focuses on the protagonist's inner and outer experiences. Or it can be a vast picture window of an omniscient narrator who can tell the reader all. Or perhaps something in-between? Picking the best point-of-view (POV) in which to tell your story can be overwhelming for a writer. In this workshop, we will look at the three most common POVs: first person, third person close, and third person omniscient. We will examine the power and weaknesses of each one, look at examples and how they help with storytelling, and work through exercises as a group and individually to try out these different windows to see which one is right for your story. **Bring a sample paragraph from a work-in-progress to use in class exercises. If you prefer, bring a sample from a favorite novel or short story. Laptops and tablets welcome!**

**SATURDAY JANUARY 11**

**9:00 A.M. – 1:00 P.M.**

(doors open at 8:30 a.m.)

**MONTEREY PENINSULA COLLEGE –  
SAM KARAS ROOM (plenty of free parking)**

**\$40 MEMBERS**

**\$60 NON-MEMBERS**

***Get a head start  
on your New Year's  
writing resolutions—  
sign up today!***



**Shelly King** is the author of *The Moment of Everything*, published in 2014 by Grand Central to rave reviews. Quirky characters who hang out at a used bookstore in the heart of Silicon Valley make this a favorite with book clubs and bibliophiles. Shelly is a member of Central Coast Writers and previously presented a workshop on social media for writers.



Register with PayPal at [centralcoastwriters.org](http://centralcoastwriters.org) – or – fill out and mail the form below.



Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

I am a CCW Member (\$40) \_\_\_\_\_ Non-member (\$60) \_\_\_\_\_

**Pay by check made out to: "CCW Branch of CWC"**

**Mail to: CCW Workshop, P.O. Box 997, Pacific Grove, CA 93950**



## *Branch News continues*

### **Writers of Kern**

The Writers of Kern's Fall season has been a productive one. New critique groups were launched successfully, and we have new groups forming that will be scheduled for the new year. In August, WOK's president also started "Writers Day," where members purchase table space for a nominal fee to sell their published works. With the tables filled, every table was able to make a sale. Writers Day will be a quarterly event, with the next one scheduled in November. This Fall WOK also hosted some wonderful speakers, with discussions including the mixing of art and poetry, methods for beating writer's block, and writing dialog. As October comes to close, sweater weather begins, and so does the planning for the next year. We have our annual Winter Dinner in December, which includes a book exchange. We've also slated some fantastic speakers for our Spring Conference. Check out our website for more information.

~~ Cynthia

~~~~~

### **San Francisco Peninsula**

We are excited to announce the first of our brand-new quarterly Peninsula reading series and literary salons on Thursday, November 21, 7 pm at Penelope's Coffee & Tea in Foster City. We've joined forces with Bay Area Generations to put on a really fun show. Submissions are open to all (but deadline has passed for this one) and we would love to have as many CWC members in the audience as we can! For more information about this and future shows: <https://bayareagenerations.com/>

~~ Lisa Meltzer Penn

~~~~~

### **Napa Valley**

Napa Valley Writers is pleased to report that it is in the final process of publishing its second anthology, which is due to be launched at a special party in early December. Editor-in-chief Geoffrey Leigh assembled a team of experienced editors: Lenore Hirsch (fiction) Marianne Lyons (poetry), and Kymberlie Ingalls (creative non-fiction). For the past several months the editors, stalwart reviewers (Jan Flynn, Bo Kearns, Bonnie Durance, Marty Malin, Steve Bakalyar, Jim McDonald, Marilyn Campbell, Peggy Prescott, Amber Starfire, and Judy Baker, Rosina Wilson), and production crew (Rosina Wilson and Jo-Anne Rosen) have worked with the 33 final submitting authors to hone their creations into what promises to be a professionally produced collection that will be as successful as our first anthology, *First Press*. Geoffrey has kept our board and members informed of all the hard work and coordination necessary to complete this project. The dedication of his team and our authors inspires our board to make sure we support them with an equally superior marketing effort.

~~ Gary Orton, President



**Want More *Literary Reviews*? Step Up and Become a Judge**





## *Branch News continues*

### **CWC South      EIGHT SOUTHERN CALIFORNIA CWC BRANCHES**

CWC-South has a new chair, Writers of Kern's Sandy Moffett (sm@sandymoffet) who now wears two hats as she also continues in her role as CWC Membership chair. She took this position when the Southern Region's long-time chair, Donna McCrohan Rosenthal, became CWC president this past July.

Other news included a fundraising party for the Imagination Lab on Sunday, October 27, in Bishop, CA, presented

**New title for Readers who  
love Contemporary History  
and Irish determination**

The novel chronicles an Irish family's quest for social justice. The story opens during the 1916 Irish Rebellion. Ninety miles from Dublin, Joe Duggin and two other rebels are arrested to prevent them from getting involved in the fight for Independence. After Joe gets released; he continues his work to get Irish freedom.

Despite their great love of Ireland and strong family ties, Joe and his wife, Mary, decide to move to New York escaping the conflict and raise their children without fears of being arrested.

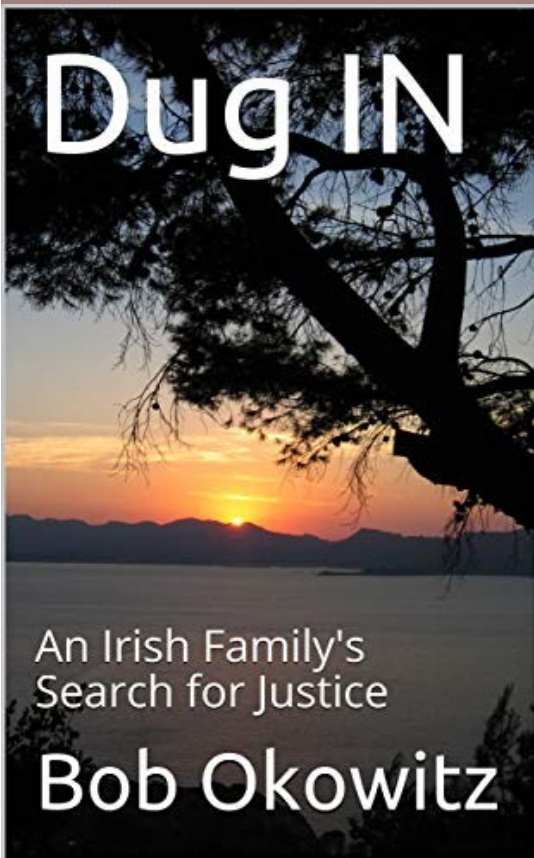
Joe has to deal with many businesses having "Irish Need Not Apply" signs on their front doors.

The Triangle Fire in which 145 people died in the five-story building due to locked fire escape doors, prompt Joe and Mary's to ultimately fight for union justice.

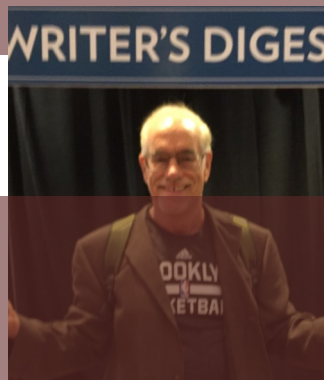
with the assistance of a small grant from CWC-South. The event explored and hopes to benefit the idea of a new museum or annex to a local museum for High Sierra or Eastern California Artists – poets, painters, potters, photographers, sculptors, jewelry makers, woodworkers, and more.

The roster of entertainers/presenters features Marilyn Blake Philip, educator, journalist, author, and member of the Eastside Writing Circle; Donna McCrohan Rosenthal, journalist, columnist, author, and president of the statewide CWC; Jennifer Crittenden, publisher (Whistling Rabbit Press) and award-winning author; and Fiddlin' Pete Watercott, who with lifelong friend and fellow songwriter Larry Long, has traveled extensively throughout the U.S., hitchhiking, hopping freights, and in the mid-seventies rolling along in the Lone Prairie Schooner and the Red Caboose.

Meanwhile, CWC-South has begun preparations for its booth, handouts, and essay-writing workshop at the Riverside Dickens Festival, February 22-23, 2020.



Bob Okowitz is currently the President of CWC's San Fernando Valley branch and serves as a Central Board rep. This is his first novel and he also writes poetry. Bob is married to wife Rita, and they have two grown children.



~~ Donna McCrohan Rosenthal



## *Branch News continues*

### High Desert

#### ***On The Lighter Side***

The High Desert Branch is proud to announce the publication of their fifth member anthology. *On The Lighter Side*, 41 pieces from 22 HDCWC authors, is a compilation of poems, short stories, snippets of memoirs, and personal memories that is guaranteed to put a smile on your face and restore your good humor.



*On The Lighter Side* was edited by Jenny Margotta, the club's treasurer and a professional editor who currently has 98 full-length books to her editing credit. As she has done with the branch's previous two member anthologies and three Dorothy C. Blakeley Memoir Project anthologies, Jenny not only edited each submission, but she compiled the book, formatted it, and designed the cover. This year she also wrote the introduction. HDCWC has an abundance of talent in its members, and Jenny is definitely one of them.

The branch tries to publish a member anthology every other year, with the book debuting at the November meeting—just in time for holiday gift-giving. Each of the branch's previous anthologies has been a profitable undertaking, and we have every reason to believe our fifth one will be, as well. We charge a small fee for each submission that is accepted into a member anthology. Once initially reviewed to determine if the work meets the anthology guidelines, the submissions are judged by an outside panel of judges who are not given the authors' names, so there can be no question of favoritism. Cash and gift card prizes are awarded to 1<sup>st</sup> through 4<sup>th</sup> place winners in two categories: poetry and prose (both fiction and non-fiction combined). The winners are also given a Certificate of Recognition and a free copy of the anthology.

This year's High Desert anthology—*On The Lighter Side*—is available on Amazon.com for \$11.95. The branch's other member anthologies—*Howling at the Moon*, *Desert Gold*, *For the Love of Writing*, and *Tales Between the Sand and Stars*, as well as the branch's Dorothy C. Blakeley Memoir Project publications—*Let It Be Recorded ...*, *All Our Yesterdays*, and *Footprints From Around the World*—are also available on Amazon.com.

#### **High Desert Book Festival**

This year's offering of the festival, founded and managed by Davida Siwisa James of Wordsmiths Productions, became the 4th venue for local authors to sell their titles in a grassy and fountain-filled park environment. Booths were shared by our numerous authors for this all-day event. At last word, 67 books were sold by our members. Other CWC branches and single members also rented booth space. The event was held at Hesperia's Civic Plaza Park. For more info on 2020 plans contact: [www.highdesertbookfest.org](http://www.highdesertbookfest.org)



*continued next page*







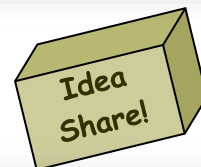
## Branch News continues



*With half-day and full-day shifts, many of our authors took advantage of sales space at the book festival.*



### Authors' panel: **NEVER TOO OLD, NEVER TOO YOUNG**



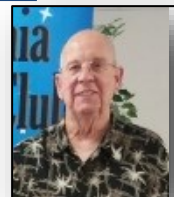
Eleven-year old Amelia, with nine published books in an ambitious 12-book series, was one of four panelists we met during our authors panel event. Rebekah Koontz, June Langer, and Amy Burnett joined the wide array of ages represented ... 11 to 96 with a positive message of encouragement for those who may believe they are either too young or too old to start writing.

*IDEA SHARE: Consider an insightful panel for your member authors' entertainment.*



*Pictured above: President Dwight Norris, Amelia Hanson, age 11, Rebekah Koontz, age 20, Amy Burnett, 96 and June Langer, 96.*

~~ Bob Isbill  
Programs/Publicity







## Branch News continues

### South Bay

Once again, we celebrated October with a costume contest at the meeting participated by gregarious members who arrived in a variety of characters like Cruella de Vil, Raggedy Ann, Little Red "Writing" Hood, and a Pot Farmer. Professor Kirk Glaser, Director of Creative Writing at Santa Clara University gave an insightful presentation with handouts on "Mastering the Short Story."

In November, we look forward to author and poet, Professor Dave Denny, who will speak on "Mechanics of Imagery & Metaphor."

Our annual Christmas Bash completes 2019. The holidays are celebrated in December with a pot-luck and gift exchange held on Sunday at a member's home. Check our website for details: [www.southbaywriters.com](http://www.southbaywriters.com)



*South Bay Writers Celebrating Halloween! Photo  
(Photo by Carolyn Donnell)*

~~ Edie Matthews  
President



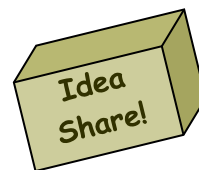
~~~~~

### Sacramento

Sacramento has a great crew of volunteers who make our club fun as well as meaningful. We offer two speakers a month, as well as short-slot opportunities for member presentation or discussion before or after meetings. These add-ons allow us to offer more information in alternative formats.

Another post-meeting activity we do is called Writer's Mastermind. One of our members has turned this into an exciting problem-solving experience. More on that in the next issue.

When members had e-book questions, Jim Azevedo of "Smashwords" agreed to answer inquiries in writing. So, we solicited questions from members. We then emailed the questions to Jim, who wrote out detailed answers. We were able to distribute the questions and answers in a post-meeting setting, facilitated by a member. Now we can archive Jim's answers on our website. Thank you, Jim!



~~ Kimberly Edwards





## Branch News continues

### Long Beach

#### WINNING WITH WRITING WORKSHOP

##### *Final Score: We Won!*

Our 'Winning With Writing' workshop—the first of its kind in our branch's 12-year history—was a success. Because it's easier to have someone else sing our praises than for us, we have shared an email from Carole Adams, one of our long-time members.

*"Dear WWW Team,*

*Thank you, and the whole team, who put together the Conference at Long Beach City College on Saturday, September 28. It was fabulous! I have attended a lot of conferences, and found this one to be one of the very best! It was run differently, and that is what I liked the best. You had the speakers rotate around to all the tables for a set time limit and share with us what they do, and then took questions on what we needed to know from them, or learn from them. I have not seen that "style" before. It was just great.*

*Also, the speakers gave such good advice to each of us. They asked questions to make sure we were getting answers that would help each of us individually. We all were working on different types of writing, so this was very helpful—unique in these types of Conferences. We came away feeling like our needs were addressed.*

*Plus, the room was decorated so nicely, the snacks were great, and everyone seemed to be having the best time. All at my table said they learned MORE at that Conference than they had in a long, long time. So, kudos to you and your team. I hope you do it again. Please let all who worked on it know our table was thrilled with the quality and style that was presented, and let those who were "in the business" and our speakers that they were amazing for each of us!!*

*Blessings, Carole Adams"*

*continued next page*



### KDP PUBLISHING SAYS:

Stay ahead of your sales during the holidays

Order early for your books  
so you won't be delayed  
or disappointed





## Branch News continues



Left side, L to R: Speakers, Wendy Thomas Russell (Edit), Elaine Ash (Publish), April M. Reign (Cover), Laura Brennan (Pitch), Missing is Eric Kata Schuyler (MS Prep)

Right Side, CWC Pres. Frank Kearns, and Board Member, Janet Lynn

The hat tip for the structure goes to Janet Lynn, CWCLB board member, for having seen this unique format and pitching it to the board, and then for contacting the five Winning With Writing professionals. Also pats on the back to all the committee members who implemented it: President Frank Kearns; Past President, Liv Haugland; our Treasurer, Allene Symons; and Board Members Patrick Verebely, Janet Lynn, Will Zeilinger, and, myself Kathryn Atkins. We had 42 attendees.

### CWC Long Beach WINNING WITH WRITING Participants and Key Organizers

### Our First Graphic Novelist

Author Kim Dwinell spoke to us in August. A professor of animation at Long Beach State, Kim has had great success with her full-color graphic novel, "Surfside Girls—The Secret of Danger Point." There's a sequel out now, too. Targeting a female YA audience, Kim created a pastel seaside palette for both graphic novels. They feature lovingly drawn characters combining Kim's two loves: surfing and animation. She worked for Disney in creating the images for such movies as "The Swan Princess," "Cats Don't Dance," "Hercules," "Mulan," and "Tarzan." Kim is quick to point out that even with enticing, pictures drawn with forwarding momentum, the story still has to achieve the same goal as a "normal" novel: to make readers turn the page.



Submitted by Kathryn Atkins, Long Beach PR Chair, Programs Co-Chair, and CB Co-Representative

~~ Kathryn Atkins, PR Chair







## Branch News continues

### Marin



Reimagine End of Life is a Bay Area wide exploration of big ideas about life and death, with more than 250 events from October 24 to November 3. Two of those events were co-hosted by California Writers Club Marin. "Why I Wrote an Assisted Suicide," on October 26 in Berkeley and November 2 in Mill Valley, featured CWC Marin board member/webmaster John Byrne Barry reading from his novel — *When I Killed My Father* — and leading a conversation about end-of-life issues.

~~ John Byrne Barry

~~~~~

### Tri-Valley



*Barbara Flores*

This year's California Writers Week began with TVW members Barbara Flores and Eve Sprunt participating in Indie Author Day events at area libraries. Flores presented a lecture called "How Not to Write a Memoir" at the Livermore Civic Center Library, and Sprunt was part of the Local Author Showcase at the Dublin Library.

Members helping members is the theme of the December Workshop a la Carte. Seven TVW members will present mini-sessions on all aspects of writing, from research to sentence structure to self-publishing. See [www.trivalleywriters.org](http://www.trivalleywriters.org) for more details.

#### Typing & Keyboarding Services

\$3.00 per page

\$4.00 per page for light copy editing

30 Years as an Admin. Asst.

**Contact Wendy at**

[wjbrees2006@hotmail.com](mailto:wjbrees2006@hotmail.com)

~~ Lani Longshore,  
President



# Managing Your Writing Career

BY RUSTY LAGRANGE



**W**hile it isn't every day that you'll publish another book, there's a common thread or four or five, that many of us need to deal with each time we hit that publish button.

After surveying a variety of websites that promote self-publishing, it looks like we set ourselves up for delays and even failure if we don't time our processes correctly.

Daphne Grant-Grant has some of these common sense plans that I'd like to share with you. She says:

**If you have your own long-form project** to produce (a book, perhaps, or a thesis or dissertation) I think you'll find these lessons useful.

## **1-Allow waaay more time than you think wildly possible.**

I'm embarrassed that producing my book took me five entire years. On the other hand, I kept my (very busy) consultancy running while I did it with no disruption to my clients. That's a win! As well, I managed a host of personal issues, including a month-long trip, the graduation of my three children from university, the engagement of my son and a serious health problem facing one of my daughters. Luckily for me, my deadline was self-imposed and therefore flexible.

If you're working on a long-form project, just be aware that things *always* change at the last minute and that things *always* go wrong. You have to be able to roll with whatever life is throwing at you and still fit in work on your project. I'm a big believer in the Stephen Covey system of working on the important tasks *before* the urgent ones.

## **2-Have a rock-solid system for storing your research.**

I made a serious mistake when I started this book. I didn't have a good system for storing my research. Ironically, it wasn't until I began *writing* the section on research (chapter 7) that I understood my error. Even though I had hired

**Just in time for Christmas!**  
**A special gift for the children in your life.**

**A.J. and Grandpa's Cap**

**Written by Martha Perry Dickerson**      **Illustrated by Mary DeSantis**

Martha Perry Dickerson and Mary DeSantis are members of the High Desert Branch of the California Writers Club. Both are writers and educators, and Mary is also an illustrator. This is the first in a planned series of confidence-building books for children. All the artwork was created via a combination of 3D and 2D computer graphic software.

**A.J. and Grandpa's Cap** is available on **Amazon.com** at  
<https://www.amazon.com/J-Grandpas-Cap/dp/1696942608/>  
**ISBN: 9781696942607**      **PRICE: \$9.99**

*continued next page*



---

---

## *Managing ...*

two researchers to help me with the book, I ended up asking them do some of the work *twice* when I discovered gaps in my citations section. Rookie mistake!

The storage tool I discovered as I was writing my research chapter is Evernote, a versatile service that allows you to save websites, PDFs, notes to yourself, and anything else you like with a single click. As well, you can apply a “tag” to each document, essentially building your own index-on-the-go. (And the basic version is free.) By the way, if you’re an academic, don’t use Evernote. Instead, you should use a system that combines research storage with *citation* management. The tools you might want to consider are: Citavi, Mendeley or Zotero.

*(Experts say that you should take some time to let your project or book simmer for a bit... like taking a coffee and pie break before jumping back in. Some writers admit to months of simmering. Choose a time for yourself but don’t delay out of “analysis paralysis.” — Rusty)*

### **3-Use professionals.**

I hired many professionals to help me with this project. Here is the list:

- Two research assistants
- A copy editor
- A professional proofreader
- An indexer
- An illustrator & cover designer
- A desk top publisher editor
- A videographer



*Take a break before publishing it.*

The book is published by my own publishing company but I didn’t cut corners or scrimp on costs. The professional touch shows in the finished book.

### **4-Expect promotion/marketing to be the *hardest* part of the job.**

Most people expect that the hardest part of writing a book is, well, writing the damn thing. In fact, that’s *easy-peasy* compared to the work of promoting it. I’m currently writing a sales page for the book and working with a wonderful team of 20 book-launch volunteers who have offered to help with promotional efforts.

Then, last week, I spent *four hours* at a production studio where friends and family helped me create a promotional video for the book. This expensive and time-consuming idea occurred to me less than a month ago, but I know from the experience I’ve had with my weekly video about writing — *The Write Question* — that many of you *love* the video format.

*When she has her first box of Your Happy First Draft in hand, AND when the video is ready to be posted, she’ll also be making a special offer to those of you who buy within the first month.*

*Her excitement is spreading. She CAN HARDLY WAIT! So if you are curious, head over to her website (below) and see if you can get wrapped up in the excitement. Another book title for consideration as a gift this season.*

**This newsletter is ©2019 by Daphne Gray-Grant**

**Contact Information**

**Phone:** I’m in the Pacific Time Zone, 604-228-8818 (International +1)

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

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







## Branch News continues

### Central Coast

#### CCW Annual Summer BBQ

CCW never tires of the annual August BBQ with the family of Grilling Grices at the BBQ pits, and by "pits" we mean hand-built iron grilling machines with wheels. They start at 6 a.m., grilling meats, salmon, and veggies. Laurie and John Sheehan and Clarissa Conn were up that early, too, to open the park gates, clean up pavilion tables, set up games (handmade last year by First Husband John Sheehan), set up a drinks table...whew, a lot of work.



*Name tag queen Joyce Krieg with Jonathan Shoemaker*

Joyce Krieg made name tags for RSVP'd members and met everyone as they arrived. Salads and desserts are provided by members of the Executive Committee, as well as by some members who like to do so, and there is never a shortage of yumminess. Lots of sitting and socializing, drinking and chowing down, so thank goodness for the games to tempt us into a bit of activity!



*Griller Howard Grice at his best*

#### CCW Workshop at the Steinbeck Festival

CCW was invited to hold a workshop at the Steinbeck Festival, August 3, 2019 at the National Steinbeck Center in Salinas.

Seventeen people attended, pleased with what they learned and with the camaraderie they experienced by sharing their stories about writing dynamic settings with other writers.

CCW members participating were Joyce Krieg, California Writers Club President 2016-2019, published author and professional editor; Patricia Hamilton, publisher, Pacific Grove Books; and Sarah Pruitt at the CCW Information table.

Joyce Krieg presented **How to Write Dynamic Settings**

- *Why setting is important*



*Trish Watson and Jeanne Gabrin*

*continued next page*

- **Ways to research setting** (beyond Google Maps)
- **Best fictional settings of all time, according to Writers Digest**
- **Memorable novels that make effective use of real-life settings**

Recommended books: **A Journey into Steinbeck's California** by Susan Shillinglaw, Roaring Forties Press, Berkeley, CA, 2019 Edition; and **Life in Pacific Grove, Butterfly Town USA**, Books 1 and 2, by Pacific Grove Writers, Pacific Grove Books, Pacific Grove, CA, 2018, 2019.



*Joyce Krieg leads a workshop at the National Steinbeck Center*

#### Group Writing Exercise

Patricia Hamilton presented a : **Memoir Writing to Make Use of Real-Life Settings**, adapted from the James Birren Guided Autobiography Course at UCLA. The exercise was:



Write candidly about a place with which you are intimately familiar, such as a childhood home, a life-changing travel destination, or an unexpected branch in the road of life that catapults you into an unfamiliar setting. You will gain insights into your own life, and how setting contributed to your character, conflicts, and life journey—allowing you to write more authentically in any genre.

*Patricia Hamilton getting friendly with John Steinbeck*

## CWC: Mission

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.

## CALL FOR WRITERS

Write an article for The Bulletin, sharing your expertise of a specific topic with our readership. Submit your article covering topics that will enhance writer's understanding of the craft we love.

Send submissions to [Rusty@RustyLaGrange.com](mailto:Rusty@RustyLaGrange.com). Place "Expertise" in the subject line. Word limit: 250-500, MSWord format, 11 pt. Arial. Add a short bio that explains your level of expertise & a small, thumbnail headshot. All articles may be edited for space. Most articles will be held for future *Bulletin* issues due to our limit of 30 pages. No compensation is given. You will be donating your article to help others.

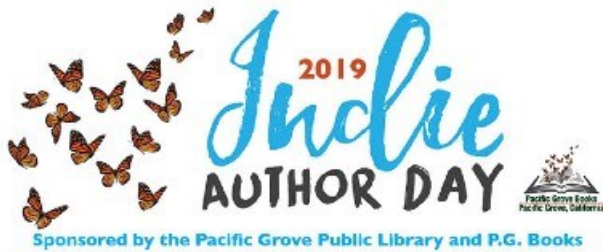
*Thanx in advance ~~ The Editor*

## How Do You Celebrate??

**Active photos will help share your branch's activities and showcase your enthusiasm in our next The Bulletin issue.**

**Just have them added to your regular news by email and be sure to give us captions with each photo, if possible.**





CCW Member and Publisher Patricia Hamilton (Park Place Publications) spearheaded Indie Author Day on Saturday, October 19, with a full day of talks in Jewell Park in Pacific Grove. Two of our members led events. Filmmaker Wolf Bukowski held a forum on Scriptwriters and Scriptwriting, giving behind-the-scenes insights into how to write a screenplay that has a chance of being optioned. Joyce Krieg, author and editor, presented "Hidden P. G. Discoveries, Research and Writing," new historical research findings about the early days of Pacific Grove. Her talk was based on her book in progress, which will include 14 walking tours, and will be published in the spring by Park Place Publications.

CCW members DS Kane, Jeffrey Whitmore, Joan Maiden, and Nikki Lewin brought out their books to sell at the event.

## Booktoberfest!

The CCW general meeting in October is Booktoberfest—a time for our members to shine! Any member who has a published book is welcome to sign up and read from their book for about 5 minutes. It's a wonderful event for both readers and listeners alike. The rules are: You must be a member and the book must have been published in the last three years. Before and after the meeting, any member, reader or not, is welcome to display their books for purchase by other members, who are encouraged to talk to them about their process, ask them about their road to publishing, and feel the excitement of those standing behind books bearing their name on the cover!



CCW President Laurie Sheehan said, "Although book sales are always wonderfully validating, please remember that any time an author is able to stand behind their work (both literally and figuratively) they have an opportunity to learn. Build your confidence and hone your pitch. You'll be in a room filled with people that understand the time and effort that goes into writing a book and having it published."



## Scholastic Art and Writing Contest

After some great experiences last year, CCW members will again help judge the Scholastic Art and Writing Awards. Writing Contests Chair Dennis Hamilton reports: "We provide jurors, fifteen active and five back-ups. The jurors are each given a panel of writings to judge, based on guidelines that are provided by scholastic. The panels usually take a day to read. We have two weeks to read our panels. The judging is entirely digital. No comments are required so the process is pretty clear-cut. I find it is actually fun to do the evaluations part, and the reading is more than entertaining. It can be truly inspiring. Jurors choose one or two of their favorite genres to judge."

**Booktoberfest readers and their published books (from left): DS Kane, *Brain Bender*, Harold Grice, *Halloween Story*, Joan Maiden, *F\*ck Old Age*, Brian Paone, *Truly Yours, 2095*, Don Rose and "Rock," *When the Day Ends... and Dreams Begin...*, Wanda Sue Parrot, *Path of the Prophet*, Nikki Lewen, *Three Sisters*, Jason Warburg, *Never Break the Chain*, Janet Tezak, "Loss" and *Found*, *A Blip of Time*.**

*continued next page*





## *Branch News continues*



*Writing Contests Chair  
Dennis Hamilton*

“For doing this adjudication work, Scholastic Art and Writing pays CCW \$2500. That is a significant part of our budget and it provides all the costs for CCW to run our own county-wide short story writing contest in February.”

Public, private, or home-school students in the U.S., Canada, or American schools in the rest of the world enrolled in grades 7–12 (ages 13 and up) are eligible to participate in the Scholastic Awards. Young artists and writers are free to explore any and all topics. Judging criteria include originality, technical skill, and emergence of a personal vision or voice.

~~ Lana Bryan



## **Drop The Mic on Fear. Learn Microphone Skills For Conducting Your Next Interview**



Targeted conversations can glean critical information for your next book.

Interviewing is a skill. So, if you treat a microphone as if it was a muzzle of a gun, you won't get your best from people. Conversely, how do you react when interviewed? Stuttering? Sweaty palms? Gain more confidence with insider's tips found in:

**A Microphone is Not the Muzzle of a Gun:  
The Art of Interviewing**

**Now available on Amazon.com — only \$17.95**

<https://tinyurl.com/y36y6bhd> (a condensed link)

## CWC'S The Bulletin

◆◆◆◆◆  
**Printed  
twice  
a year  
March & August**

**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 c/o  
J. Margotta  
17645 Fisher St.  
Victorville, CA  
92395**

◆◆◆◆◆  
**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 NEARLY 2,000 STATE-WIDE!!

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

Each issue of *The Bulletin* — published twice 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 jpg 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 JPG file to **AdvertisingCWC@gmail.com**. No exceptions.
- ◆ **PayPal** lacks details in its order page, so please provide a physical copy of your ad and details of your payment 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 your hard copy that you mail to help us understand your order details.

### Submit your advertising copy by Feb. 15th

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:7602216367).

#### Checklist. Please follow directions closely:

- ◆ **Design your ad. Scan it to a jpg file.**
- ◆ **Send it to AdvertisingCWC@gmail.com .**
- ◆ **Mail hard copy and details of your ad in a stamped envelope.**
- ◆ **Address it to the Marketing Department. It is okay to fold the copy if you need to do so. Please state amount on the hard copy placed in your envelope!**
- ◆ **Choose PayPal online at calwriters.org or enclose your check made payable to "CWC Central Treasury".**
- ◆ **Mark the payment type & the amount, if you choose PayPal, Either way you choose to 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 —

**To the PR Chair or Branch Rep:** All submissions for *The Bulletin* digital news should be sent to [Rusty@RustyLaGrange.com](mailto: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.*

## A Word From the Editor

Why do we get so moody and introverted when the season changes to dusky Autumn and a clouded Winter? Are we thinking of hibernation? Maybe. Even though we bipeds never really had a hibernation gene roaming our bodies, we learned to cope by adjusting to the survival throughout the seasons.

For me, this is a perfect time to clean out some old files, trim down my activities to work on poetry and book chapters, then hunker down with a cup of steaming java for some "me" time.

I know some friends who plan to scour the Garden magazines for Spring future seedlings. I tend to kill off most young plants without really trying... So I stick with things I can be comforted with when the temps drop. I have a poetry chap book I'm working on and a Western I need to dust off.

How are you fulfilling your wintery days ahead?

~~ **Rusty LaGrange, 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 up-graded server that offers faster upload speeds and seamless compatibility with more devices. Pass the Word.**

### Web Posting & Links Policy

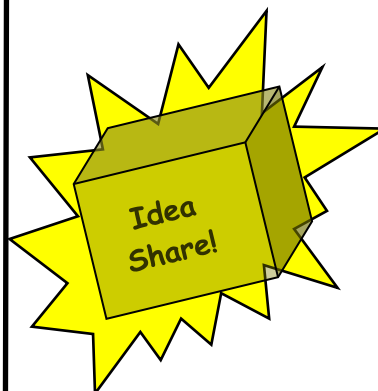
**Events and Contests listed on this page must be:**

- 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, posted 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.*



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

## GENERAL ANNOUNCEMENTS



Next issue appears  
in mid-March



## ADVERTISING OPPORTUNITIES

Advertisements in  
*The Bulletin* magazine  
must be placed by  
**Feb. 15th**

### 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



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 .....

### 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.



Printed with permission:  
Sign up for \$78 worth of gifts that Jack  
Forde gives away to new subscribers!  
<http://copywritersroundtable.com>  
by Jack Forde, copywriter

# The Final Word

by  
Rusty LaGrange  
Editor

## What Monkeys Know Just as Much as You

Yale researchers did some experiments with capuchin monkeys. That alone won't take you by surprise.

But what they found might.

See, what they wanted to know was whether the monkeys, who broke off from the human evolutionary tree some 35 million years ago, could give us any insight on the way humans behave when it comes to their money.

What they did was teach the monkeys how to use money, or at least what they imagined to be a monkey kind of money: tokens the furry creatures could trade for grapes. The researchers called this basic exchange system, "monkeynomics."

At they outset, they taught the monkeys that each token was worth one grape.

But even monkeys can't count on markets to remain consistent. Over time, one of the researchers would start offering two grapes for every token, while another stuck to the original one-for-one exchange.

What did the monkeys do?

You can imagine, they got savvy and started gravitating toward the researcher who had the two-for-one deal. From there, the monkey marketplace evolved. Some of the researchers began adding bonuses to the grape-for-token trade. Others would hike the price of a grape higher and then, just as suddenly, bring it back down.

Not surprisingly, the monkeys were all in.

Apparently disinterested in saving up for a rainy future or monkey retirement, they would -- with a fistful of tokens -- race around the lab looking for the best immediate "deals" on grapes.

A few of the monkeys even developed a taste for larceny. They would steal tokens from their handlers at the first opportunity. (Sound familiar?)

Throughout, the researchers collected the data on the grape trade. They charted it, compiled statistics, then presented what they found to economists, in some cases while hiding the details on what or who was doing the trading. It matched human buying behavior so closely, the economists were sure they were looking at human shoppers.

Here's where it gets really interesting.

In one of the tests, a student would offer a monkey three grapes but then take one away. At the same time, another student would offer monkeys one grape but then add another as a bonus, at the close of the deal. (Feeling a bit odd?)

So in both cases, the outcome was effectively the same. The monkey in question would walk away with two grapes in exchange for a single token. However, the monkeys still started to favor one student grape peddler over another. Can you guess which one?

Right. The student who "rewarded" the monkeys with extra grapes won the popularity contest. Meanwhile, the monkeys who expected three grapes but got two were agitated.

The takeaway here, if we can substitute monkey psychology for human psychology -- and we can, in more ways than might make you comfortable -- you can work the same logic into a sales close.

So, for human shoppers, instead of saying, "I'll show you how to save 50%" first, before you get to the pricing, you leave a door open for disappointment. Because they might still find the unknown half-off price an unpleasant surprise.

But by naming an amount first, you're setting a high mark and then retreating from it. For example, you might say "The usual price for this widget is \$100" and then follow up with "...but I don't want you to pay anything near that. How about, instead, you get in right now for over 50% less than what others pay -- at just \$49.99?"

Instead of saying half-off, turn it into a 2-for-1 deal: "The usual price for just one of these widgets is \$100. But how about, with today's special deal, I give you two of these widgets instead? So you're only paying half the regular price for each one." (Slick economics) We see this all the time. Or throw in a little goodwill and say, "The usual price for just one of these widgets is \$100 -- but how about you buy one and I'll buy you a second one, entirely on our dime?"

In all three cases, you're selling the product for half the official price. Each one leaves the customer with an increasingly better feeling about the deal. These feelings aren't rational. They're just instincts etched into our wiring a long time ago. Maybe from back before our split with the monkeys.

