BULLETIN California Writers Club

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Summer / 2020

ZOOM ROOMS

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The Bulletin is the official publication of California Writers Club, an educational nonprofit 501(c)3 Issue corporation. e-edition now in circulation since August 2020.

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California Writers Club

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CREATIVITY GETS A CRAMP



here's not much to say after more than four months of restrictive activities rolling right into the summer months. Young children wondering what real school is all about will be looking forward

to a summertime they've only heard about from their pouting siblings. A 12-year-old telling her little sisters: "I remember when we got to go to that cool wave park all day long." Unsettling at the least...

Over the Internet, as most of you have seen, celebrities are cancelling major road trips for energy-driven virtual concerts—they're just as antsy to get their careers moving along.

And writers, we can stay at our computers and use the tools we share in different ways: Zooming with the best of them, and grasping the time at home for finishing those projects we tend to put aside for lack of ... time.



In this issue, our members across the state share some of the methods they use to stay connected. Our president, Donna McCrohan Rosenthal, notes some of them in her editorial on page 2. Others have broken barriers with a twist to the old standbys.



You'll see a new "Creative Idea" icon to mark some great ones.





President's Corner

Donna McCrohan Rosenthal

Running Creative Circles Around COVID



epresentatives from the branches of the California Writers
Club met for our annual Central Board meeting on Sunday,
July 19 (on Zoom, no less). They reported attacking the Covid
shut-downs with a wide range of very successful activities on the lo-

cal level, ranging from monthly speaker events and critique groups on Zoom to contests and publishing projects and even a virtual picnic. Many remarked that Zoom has opened new possibilities in terms of presenters who live too far away to travel to give a program, but will gladly do social media from their own homes.

High Desert Branch in Apple Valley created a pandemic anthology, soliciting works from CWC members statewide. They also phoned each branch member to stay in touch and keep their community of writers connected.

Individually, CWC members have said they used the Covid stay-in-place restrictions to sit at their keyboards and tackle creative endeavors they previously managed to put off. This leads to the million-dollar question: What will you do?

I hope you'll make a top priority of paying your dues. They became due on July 1. Please don't delay until the last minute. The CWC has a 111-year-long tradition to maintain. The torch has passed to us. As much as we miss seeing each other, we can't let the flame burn out. We'll swap stories and get all caught up when we reassemble again. Paying your dues sustains and supports the assurance that we will meet again.

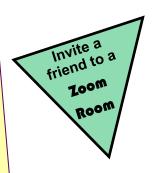
In the meanwhile, we can strive to bring energy and enthusiasm to the table. We can phone each other; we can picnic in notably small, socially distanced, outdoor groups; we can come up with writing challenges for each other; we can compose one of those circular stories where everyone in turn adds a paragraph; and we can write like we've never written before.



News You Can Use

MRMS RAMINDEAR

Your branch must keep its MRMS records current. We rely on that information to contact presidents, representatives, treasurers, membership chairs, newsletter editors, and other key players. If we do not have accurate records, your branch risks losing out on important communications and announcements.



Our next CWC Bulletin issue deadline is
October 28th for
branch news and
display ads. Place
"CWC Bulletin" and
"Branch name" in the
email subject line.

World Updake

We plan to bring out the latest edition of the Literary Review in early autumn, full of exciting stories, essays, files have gone to Fred Dodsworth tion for balance and meeting the sizing specs for the publication. In Auwork will appear. We could not have patience, time, and dedication of our ager, judges, and proof readers.

We plan to bring out the latest edition of excition of exciting stories, essays, without and photos. The who'll do the layout and final selection for balance and meeting the sizus. In Auwork will appear. We could not have patience, time, and dedication of our ager, judges, and proof readers.

Donna McCrohan Rosenthal



Your Photos & Art Needed for literary Review Mag

ALL Members:

I'm Fred Dodsworth, the CWC rep from the Berkeley branch and I volunteered to produce this year's *Literary Review* magazine.

I'm not the person making the initial editorial selection, I'm the person making the publication look

great. So great you're going to want a copy or two to give to your family and friends.

Just so you know I'm not pulling your leg, I'm an award-winning art director with many decades of experience producing ads, books, newspapers, lit anthologies, and more.

That's where you come in: I'm looking for art photos and art from our CWC members, which I will curate and utilize as possible. I'm not just looking for professional photos. I'm looking for images that speak to you.

If you have anything in your files that is at least 1 megabyte in size, in either color or black and white, images you would be happy to see in our publication, please email it to me.

There are no restrictions on what you might think of as 'photos and art,' as it's my job as designer to make the best decisions for the best places... I really don't care what you send, just so long as you like it.

I'll not be using everything. I will be looking for images that catch the eye, or look stunning, or speak to the viewer.

If I don't get anything, I have thousands of photos in my files and our President Donna has a pal, a professional, who will allow us to use her stuff as well.

Everything should be sent to fdodsworth@comcast.net with CWC ART in the subject line. I'm looking forward to getting the Lit Review on the boards quickly so time is of the essence, anything you can get to me promptly will be curated and greatly appreciated. (There is no compensation for work entered)

Remember to include your name, email, phone number, and CWC Branch!





Fremont Area

Greetings from Fremont Area Writers!

Hope you are all staying safe, healthy and happy in these difficult times.

I'm not sure who it was that said "May you live in interesting times," but I'd like to give them an earful. At this point, I'd settle for boring times—at least for a month or two.

Courtesy of COVID-19 in March, we decided to cancel (now, until further notice) our Second Saturday

Meet Your Local FAW Author event held at Half Price Books and our Third Sunday Literary Open Mic at Starbucks. We made the decision to cancel them the week before our shelter in place (SIP) order went into effect. Potentially risking people's health and lives

did not make sense to us. Our other meetings were cancelled

days later.

It took us some time to regroup, but we are now holding our board meetings, general meetings, and our Fourth Monday Writers' Salon on Zoom. We still forget occasionally to unmute ourselves, but we're getting the hang of it. We resumed our meetings in May and June and as per usual, but have taken the month of July off. Sadly, no picnic this year.

Our speakers in May, Rafael Gonzalez (poet), and in June, Tim J. Myers (poet and children's author), were both excellent and we highly recommend them to you. Our August speaker is Kilby Blades, contemporary romance novelist; we're looking forward to her presentation.



FAW's May speaker, poet, Rafael J Gonzalez

FAW's June speaker, poet and children's author, Tim J. Myers

Our newsletter has continued with its regular publication schedule; though, this year, our editor (that's me) decided to publish in July. Just one more place for our members to publish their work and for us to stay connected.

We have a new Secretary on our Board—Rekha Ramani—who was elected to take Carmen VonTickner's place. Our President, Terry Tosh, Vice-President, Knuti VonHoven, and our Treasurer, Cherilyn Chin are all continuing on in their positions. We are happy to have such committed people to serve on our Board.



Rekha Ramani is our newly-elected FAW Secretary

Tosh, Pres.



VanHoven, VP



Chin, Treas.



To take the place of our two events that fell to the coronavirus, we have instituted weekly SIP Notes and our Tell Me A Story (TMAS) collaborative writing project. SIP Notes were initially written by our Board members to let our members know we were still here and thinking about them. We have since opened this to all our members. so now anyone can submit a SIP Note to be shared. These are inspirational notes, poems, etc. that show up in our inboxes every Monday. We just sent out our 17th SIP Note. This is our way of staying in touch emotionally, when we can't be together socially.

The TMAS project was another successful attempt to encourage us to write and to build a sense of community. I started the story in April and sent it to the first person on our membership list who decided to participate.

continued next page



Since then we have had just over twenty members participate and have written over 10,000 words. We have almost finished this project and are considering doing a second. We've started to serialize the story to members in the newsletter and by email.

If you consider doing these projects, it's important to have someone shepherd them; someone who has lots of time. They have been and are continuing to be appreciated, and seem to be motivating many of us to write...a very good thing.

From our members to yours: Please stay safe, healthy and happy!

Cheers!

Creaturel



Inland Empire

I'm sure most of the branches have been reorganizing due to the COVID-19 Pandemic, as has the Inland Empire branch of CWC. Last March, I think we were all in a state of shock when we found out our Ovitt Family Library venue would be closed for our use and has been ever since. It has been our free "mainstay" for many years providing us with access every fourth Saturday of the month for our meeting and every second Saturday of every month for our Critique Group.

It is with a saddened heart that our Librarian liaison recently informed me that should the library re-open in the near future it could be quite possible that our club will not be able to return. "Our Library may not be open to large crowds such as yours because I know you always invited the public to come join you should the topic of the day be of interest to them," she said.

So, we "soldiered" on and did what most clubs had to do. We found a way to meet electronically on the Internet via Zoom and we have ever since April. Our first meeting was a huge success with over half of our club joining to hear Theresa Burrell. She was kind enough to have our first meeting on Zoom in April 9.

Last May and June we had two very different authors. In May, Cati Porter read from her poetry books and advertised for Inlandia in Riverside, California, where she is the executive director. Many people were enthralled by her creative poetry.

In June, we had a husband and wife team, Fauzia and John Burke, who taught us how important creativity and knowledge is needed to build a website that works for you. Fauzia also taught us that our own email list is our most important marketing tool. Check this pair out on their websites if you are so inclined. Meet Fauzia at fsbassociates.com John at pub-site.com.

This month we will have our fourth speaker on Zoom. Maggie Downs will speak about memoirs. It's unfortunate that many clubs might lose their members' interests due to this virus. I hate to think that our IECWC will. I know for some people, technology is not the easiest to learn nor is it the ideal way to have and participate in our meetings. Although writers tend to be a solitary bunch, those of us in the CWC are of a different breed. Why? It's because we enjoy being with one another, learning from each other, and helping a fellow writer in our endeavors to become better ourselves. I know I've become a better member. Without the CWC, I would never have published my memoir or become the writer I am today. I think most of our members would agree with me. Thank you CWC friends!

~~ Sue Andrews







Redwood Writers

Moving forward with a series of guest speakers, new president Shawn Langwell is supporting the Zoom Room virtual events with a full calendar.

Speakers:

Saturday, August 15 - Alia Volz 1-2:30 pm

Saturday, September 19 - Lise Quintana 1-2:30 pm

Saturday, October 17 - Derek Moore 1-2:30 pm

Sunday, Nov. 8 - Forrest Gander - Poet Laureate 1-2:30 pm

Please direct readers to: https://redwoodwriters.org/meetings/ for more info or to register

And https://redwoodwriters.org/ for other club related events, contests, etc. Most, if not all events are open to any CWC member in good standing; some may require a small fee.



A Big Thank You from Redwood Writers to writing expert Amanda McTigue, their speaker in July

~~ Shawn Langwell, president

Berkeley

The Berkeley branch of the CWC has been thriving in our online-only Zoom meetings. At our first online-only board retreat, we launched the "CWC Slack channel". Initially, our board is going to use it to discuss administrating the branch, but the plan is to open it up as a discussion forum for the rest of the branch, and ideally later the rest of the club. That way we can have a destination for board members to easily get feedback on ideas, speakers, and solutions, and to foster relationships among CWC members state-wide. If you are a member who is already using Slack, reach out to CWC Berkeley president Karma Bennett to get an invite.

In Oakland, there is a controversy over whether Jack London Square should be renamed, to honor a representative of color. Since Jack London has been our mascot, we are forming a committee to discuss the matter. We have a hardship fund named after Virginia Prentiss, the Black woman who paid for Jack London to attend school. We are hoping to use this opportunity to bring attention to this woman and her impact.

At our book launch in June, we sold our authors' books through bookshop.org, so that every sale raised money for local bookstores and the club. We also had an auction of books featured in the launch, that raised over \$200 for our hardship fund.

We are currently planning an online-only social on August 16th. Our speaker series begins again with literary agent Andy Ross. In November, Jill Lubin will speak on her international best-seller *Guerrilla Publicity*. Now that all of our meetings are online, we are eager to invite members from other branches to attend virtually. Subscribe to our blog at cwc-berkeley.org to get notified when tickets become available. While you're there, check out our shiny new website, which launched in June.

~~ Karma Bennett, President





East Sierra

Ecstatic and highly motivated in mid-June, East Sierra believed that venues had opened sufficiently to schedule two programs for July 9 – one an afternoon "Read the Book, Meet the Author" discussion in the town's Victorian tea room, and the other, the evening general meeting. But not a week later, the state resumed Covid precautions to the point that any public gathering became impossible, resulting in the cancellation of both events. For a stay-in -place and keep-writing-anyway activity, president Daniel Stallings issued a challenge to compose a poem about what we see outside our windows, everything from rainbows to spiders to dirt bikes. Creativity may have ducked inside, but hasn't lost its steam in the Mojave Desert!

~~ Donna McCrohan Rosenthal

San Francisco Peninsula

What a long, strange few months it has been. Our branch has embraced remote meetings of all kinds--for our monthly gatherings and speaker presentations, our community partner meetings with local organizations, and our weekly Shut Up & Write sessions. We also planned an online summer picnic in July, with readings, games, and the chance for members to mingle and chat. While not everybody loves Zoom, the ability to continue meeting remotely has helped us preserve our writing community. We currently plan to continue remote meetings through the end of 2020. As I see it, staying safe and staying connected are the two most important things we can do right

We have been extremely fortunate that all our speakers are enthusiastic to present their programs online and we have excellent tech support in member Megan McDonald. She has been indispensable in helping speakers share their screen with their PowerPoint slides. Our branch has done super well with our Zoom meetings and in handling speaker programs. We have a "full house" each month.

Congratulations to Korie Pelka, recipient of this year's Louise Boggess Award. The award is our branch's top honor and is given each year for outstanding contributions to the club. Korie's include serving as the board's secretary between 2018 and 2020, where she helped our meetings run flawlessly and facilitated our twice-yearly board retreats. She hosted Open Mic at the San Carlos library, helped coordinate two workshops, volunteered at the San Mateo County Fair Literary Stage, and led a Writers Helping Writers program. She continues to host our Thursday evening Shut Up & Write group online and has generously offered to stick around to help with board retreats during the coming year. Thank you, Korie!



Korie Pelka

We have continued with our library events that Carole Bumpus created several years ago. The format we designed is our Writers Helping Writers. The online format continues with a full audience every month. One of our writers delivers a program to help writers in the many areas we all need to improve our skills. Some of the topics deal with memoir, dialogue, research, and character development.

Going forward, our other branch events online, such as our annual July picnic which will go virtual this year, have been successful. We generally don't hold an official meeting in July, in favor of gathering at a local park for a potluck. Since the pandemic is preventing us from keeping that tradition going in person, we held a Virtual Picnic!



We'll host a series of genre breakout rooms, summer-themed writing prompts, and time for members to share their writing with the group. Attendees should plan to have a snack or beverage with us in the comfort of your own home. And bring a writerly toast, favorite literary quotation, or easy recipe to share.

For our club anthology, *Fault Zone*, now in its 11th year, San Mateo County Library system is setting up online pages with the authors reading their work. Authors can record and upload to their site. Anyone in *Fault Zone* is eligible to participate.

For our writing contest this year, we are looking at a "pandemic scrapbook online." We look forward to another great year, even with the restrictions we have had to adjust to.

~~ Audrey Kalman, President

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# Orange

Our plans for 2020 were abruptly halted by the coronavirus. We had our last face-to-face meeting in March at the Orange Public Library. No meetings were held in April or May. In June we had our first Zoom meeting. It went well. Our speaker discussed the craft of writing and used a PowerPoint presentation which was easy to see. We decided to do the same in July. As of this writing we've had two successful Zoom meetings and will continue with them until such time that we can meet in person. We are not charging guests who attend via Zoom. Members do not pay regardless of the venue.

Our newsletter editor, Mary Vensel White, continues to publish the newsletter monthly, and offers contests involving creative writing which have been fun as well as challenging.

Carol Celeste, our long-time membership chair, will be relinquishing her duties to Colleen Janssen. Knowing Carol's quality work, the transition should be very smooth. Thanks to Colleen for stepping up to this important position.

Jeanette Fratto served as one of the editors for the upcoming *Literary Review* and read dozens of well-written and interesting pieces, grading them following the established guidelines. Jeanette, as the Central Board representative, also participated in the state board meeting held on July 19, again using Zoom. Our vice-president, Brian Gaps, attended as a guest. The current board was re-elected for another term. Jeanette was re-appointed as Member-at-Large.

In this new environment, the future of CWC was a major topic. This is currently dues collection time as well. Our branch board voted to reduce annual dues by \$10 this year and so far our dues collection has been good. None of us know how long this isolation will last, but we all hope that it will be temporary. Our members still want to be members and we will be as creative as possible to keep monthly activities going until we can continue in person.

We have been using Meet-Up regularly and it has brought us many new guests and resulted in some new memberships. It's possible some people may find it easier to attend a Zoom meeting than travel a distance to meet in person. Once their interest is aroused via Zoom, perhaps the travel will be worth it. Time will tell once we meet face-to-face again. Until then, we'll maintain contact with our members through the monthly newsletter, e-mails, and Zoom.

~~ Jeanette A. Fratto





# **High Desert**

Like many others across the state, the High Desert branch has worked hard to maintain an interest in the club and in writing since the COVID-19 shelter-inplace policy went into effect. We have conducted our board meetings as well as our monthly general meetings via Zoom, and the board voted to have additional virtual meetings each month aimed specifically at improving our writing.

We were pleased to have our speaker at our last regular meeting who spoke using Zoom. Also in July, the

Creotvel

board divided our current membership list among the board members to call to get their input on what we could do to stay in touch and inspire our writing. Our VP, Mike Apodaca, put together and sent out two questionnaires via Google Forms. The first one dealt with

what the board could do to improve our regular meetings, and the second one, dealing with the additional meetings approved by the board, dealt with what topics

members would most like to see presented at those meetings.



Front and back cover created by Mary DeSantis for the statewide anthology collection, Survival:Tales of Pandemic

#### NINE CWC BRANCHES COMPRISE OUR NEW PANDEMIC-THEMED ANTHOLOGY

Our major project, of course, is our "pandemic" anthology, which we opened to all members statewide after the great success we had with our branch-only competition. Twenty-five submissions representing nine branches will be featured in *Survival: Tales of Pandemic*. The branches who submitted are the **Fremont Area, High Desert, Inland Empire, Mount Diablo, North State Writers, Redwood, SF Peninsula, San Fernando Valley, and Tri-Valley.** Our own Mary DeSantis designed a powerful, provocative cover.

Currently, the submissions are being reviewed by three independent judges who will determine the first, second, and third place winners. All net profits from the anthology as of December 31, 2020, will be divided among the three winners. Each winner will have the option of donating their share of the proceeds to their favorite charity or donating it to their respective branch.

The anthology will be available in early November and the winners will be announced at that time. Instructions for how to order copies of the anthology will be posted on our branch website— www.hdcwc.com—and an email will be sent to branch presidents closer to the date of publication.

~~ Jenny Margotta Treasurer, Pandemic Anthology Editor





#### Sacramento

Sacramento holds two Zoom meetings per month. Most feature a speaker. Currently we do not charge for our Zoom meetings. We advertise them on our website and in our newsletter. Twice a month we send out a Constant Contact email reminder about upcoming meetings. Although many of us are finding it difficult to remain relatively isolated, we find it energizing to see each other on Zoom!

A recent speaker we enjoyed was Sacramento writer and poet Fred Foote. He spoke on issues confronting Black writers and addressed essential differences between blacks and whites, the impact of race on critical judgment, language barriers in black writing, and steps that can reduce obstacles between black and white writers.

Our board plans to hold our annual planning meeting in August to set goals for the year. Although we don't know when we will return to in-person meetings, we feel that setting annual goals will help to guide us in structuring a program to meet member needs. Anything we can do to carve out a path for navigating these unknown waters will benefit us, and restore some sense of normalcy!

~~ Kimberly Edwards

## **Central Coast**

#### Looking Back at Booktoberfest Fun, 2019

The Central Coast Writers general meeting in October is "Booktoberfest"—a time for our members to shine! Nine members with published books (in the last three years) signed up to read from their books for about 6

minutes each. As always, it was a wonderful event for both readers and listeners alike.

After the readings, attendees strolled among member booksellers and bought books from both the readers and any other published members.

## Caption:

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 his pal Rock, When the Day Ends... and Dreams Begin...; Wanda Sue Parrot, Path of the Prophet; Nikki Lewen, Three Sisters: A Tale of Survival; Jason Warburg, Never Break the Chain; Janet Tezak, "Loss" and Found, A Blip of Time.

Be sure to check out their website for an extensive and very active list of recent authors' book titles. ~~

~~ Lana Bryan





# South Bay



Courtney Maum, author, captured on screen during South Bay Writers first ZOOM meeting & 54 attending members

The South Bay Branch is delighted that the entire board has agreed to continue in their positions. Top three positions are: President, Edie Matthews: Vice President, Jamal Kham, and Secretary, Marjorie Johnson. Consequently, an election wasn't needed, since club members are content with the status quo. SBW held their first ZOOM meeting in July! Fifty-four people tuned in to listen to Courtney Maun, author of Before and After the Book Deal.

We're looking forward to returning to our regular time slot: Monday evening at 7 pm. Our speaker was Kelly Harrison sharing with us STYLE: LEARN FROM THE MASTERS. Listeners were encouraged to have a paragraph or a page of their work to edit. Kelly A. Harrison, MFA, teaches at Stanford University and is an Emerita Lecturer from *Kelly Harrison* San José State University. She's currently the Associate Editor for West



Trade Review and was a Managing Editor at *Reed* magazine. She has written print and online content for various high-tech companies. She edited West Winds Centennial, a collection of works by the California Writers Club, for which she won the Ina Coolbrith service award.

~~ Edie Matthews. President



# **North State**

As with everyone, this Virus has thrown us for a loop. We just rebuilt from the Camp Fire, and, now, we are being tested again. Hurrah! We are still here. The most important thing was to keep in touch regularly with our members and offer them speakers to enhance their writing. Although we haven't been able to meet, we have instituted Zoom for our meetings. So far, so good, and the members seem to be responding.

Our publicity chair has been sending out writing tips every week via email. Obviously, citing the authors. We call them TidBits. They have been well received.

We have reinstated the critique group via Zoom. The members exchange emails, send their pieces (3 pages) to the other members a week before the meeting. Everyone is ready for the readings on the assigned day. Our yearly anthology is still going strong. We have opened it up to any CWC member and almost any topic. The stories were due by August 1<sup>st</sup>. Most people have great stories that don't fit a single criteria. We have asked to have them for ours.

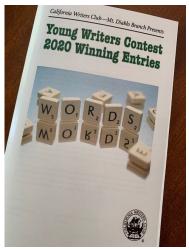
We are happy to say that two-thirds of our members have renewed as of June 30th, and we are expecting more. We sent out renewal applications via snail mail. It works better for us. The response is quick and more inclusive for our older (tech timid) members. Everyone, keep your fingers crossed. We will get through this. Happy Trails!

Cathy Chase, President; NorCal representative





## Mt Diablo



Mt. Diablo Branch just wrapped another contest for middle school students in Contra Costa County. This year's contest brought several special challenges, as I'm sure you can imagine. Nevertheless, we are happy to announce we had 316 total submissions from 200 students in 27 schools.

We awarded 31 (we had a tie for 3<sup>rd</sup> place in Poetry 6<sup>th</sup> grade) prizes in four categories in each of three grades. In addition, our judges bestowed 27 Honorable Mentions. These students are truly exceptional storytellers and poets. You can read the winning entries on our website. We hope these youngsters keep writing.

A word about those challenges I mentioned: **Challenge the First:** Pandemics and shelter-in-



Marlene Dotterer, contest anthology for students

place orders did not affect submissions or judging but had quite an impact on presenting awards. We simply could not hold our usual awards ceremony. This event brings

together all the winners, their families, and teachers, as well as several of our own members and jurors. Attendance might be as many as 130 people, from all over Contra Costa County. It's a high-energy, exciting few hours and fun for everyone. But obviously, such an event was far too dangerous during a pandemic.

We settled for congratulatory letters to the winners and mailing award certificates and checks to each of them. We have also created an anthology of the winning pieces and each student received a free copy. In addition, we offered parents the opportunity to order extra anthologies, which was a popular item!

Challenge the Second: We've been using the online program, Submittable, to run the contest, but a price increase forced us to abandon our account. Instead, we built forms on our own website to handle submissions. This, along with Dropbox, gave us an excellent, though not quite-flawless process for the students and our judges to use. We experienced a few surprises along the way but we learned a lot, and are working hard to prevent the same (and other) mistakes in the future.

I am so grateful to everyone who helped me pull it off, even when it involved fixing an error or two. This includes Aline Soules (Submissions Coordinator), Lyn Roberts and Chloe Laube, (Judging Coordinators) and all of our judges. They love the contest and I am so glad they have my back!

#### Summertime in Mt. Diablo

The Mt. Diablo Branch will to continue to distribute two Newsflashes each month during the July and August summer break. The Newsflashes give the membership an avenue to announce and be aware of virtual literary events, classes, opportunities for members, and individual accomplishments.

~~ Linda Hartmann

# Sole Food

It may only take a moment to shove your foot in your mouth, but years to remove the taste.

~ Rusty LaGrange



## **Marin**

Marin Writers (on hiatus)

CWC Marin is currently on hiatus, pending discussions of our future. We have money in the bank and ended the fiscal year with 46 members. However, without new leaders (officers and board members) and new volunteers, we will not be able to continue.

Over the summer, we will be exploring possibilities, like joining forces with nearby chapters, and reaching out to prospective leaders and volunteers. (Info taken from their website)

Please contact us at marincwc@gmail.com if you are interested in helping.

~~ editor: this info was taken from their website

## Writers of Kern

Fun, learning, and peer support are thriving at Writers of Kern. While we are carefully practicing "physical distancing", we are keeping very socially connected and engaged through an inspiring series of "virtual" meetings and workshops.

On May 16<sup>th</sup> we featured author Annis Cassells – "Journaling for life." During this meeting, WOK named two recipients of the "Robert Hargreaves Award for Traditionally Published Novels": Andrew Roth for his novel Wildfire for Rose, and Cyn Bermudez for Not Home for the Holidays. Additionally, we presented two of our authors with the "Peggy Connelly Scholarship," an award for writers of children's literature. The winners were Allison Crotzer-Kimmel and Rebecca Langston-George.

On June 20th, our monthly WOK meeting featured Judy Fambrough Billingsley, author of the memoir *Too Brown* to Keep: A Search for Love, Forgiveness, and Healing. Judy presented, "Tips on researching, writing, and publishing your family legacy" and shared what she has learned along the way of her personal journey to discover her birth parents.

And most recently, on July 18<sup>th</sup>, we hosted the WOK Summer Conference with its theme "From Dreaming to Doing". Originally scheduled for March, but delayed due to the Coronavirus outbreak, we adapted to our new circumstances by presenting the all-day event online via Zoom. The conference maintained the same exciting lineup of guest speakers as originally planned: Adam Richardson, Police detective, author, consultant to writers and screenwriters. **Dennis Palumbo**, Hollywood TV and Film writer, psychotherapist, suspense author. **Jerry Mathes**, award-winning author, photographer, book critic, and librettist. Keith Silvas, Sci-Fi/Fantasy author, social media marketing specialist. Also highlighted were three of WOK's own published authors: Cyn Bermudez, Jenny Estes, and Donneé Harris.

Our Latest Event was August 15<sup>th</sup> Zoom meeting with Dr. Christina Gessler – "Funds for writers: how to apply for grants, residencies, scholarships and fellowships."

We are offering most of these events free of charge and completely open to the public. Workshops and presentations are facilitated by Zoom technology and anyone who registers to attend will have access to a recording of the proceedings (you can view it later at your convenience). We hope that providing these exciting opportunities to the public will enable more members of our community to access our resources and perhaps even join Writers of Kern. Of course, members of our family of CWC writers are also most welcome to participate. And travel won't be an issue!

You can keep up with what's happening at WOK by visiting our website at writersofkern.com. Until next time, stay safe and don't forget to stay connected!

-- Susan Baker





# Napa Valley

Napa Valley Writers is actively working with Rail Arts District Napa (RAD Napa), a non-profit organization whose mission is to create a free outdoor contemporary art museum along an underappreciated stretch of the Napa Valley Vine Trail bike and pedestrian path as well as the Napa Valley Wine Train tracks that run through a semiindustrial area of downtown Napa.



Napa Valley Wine Train tracks that run through a semiindustrial area of downtown Napa is part of a new museum project where Napa Valley Writers is actively working with Rail Arts District Napa (RAD Napa)

The theme of this contest is titled "Passages." Poets should consider the nature and history of the Rail Arts District Napa, a passage with openings and closings that juxtaposes numerous contested uses, spaces, and eras in one place. Such uncertain settings and transitions, in general, are characterized by various names and known by writers to distort, disturb, invert, or transform the conventional experience and way of thinking.

We have recently completed our RFQ requirements and will be accepting poetry submissions soon. We are also in the process of vetting a jury. We will be accepting submissions in either English or Spanish from residents of Napa, Sonoma, Solano and Marin counties. The project, funded by Napa County, includes a budget for honoraria for the poets selected.

~~ Sarita Lopez, President & Publicity



# Mendocino

The first online meeting in July attracted a number equal to the live meetings at the Mendocino Hotel. A greater turnout is expected for the August 16th talk by Shirin Yim Leos, an award-winning author, and former publisher, on "How to Think Like a Developmental Editor." On September 20th, Mitali Perkins will inform us of "Dialogue: Crafting Conversations in Fiction." Mitali has written many books for young readers. The branch is preparing Ekphrasis IX, the ninth year of our collaboration with the Artist's Co-op of Mendocino on "art describing art." We're also accepting submissions for our ninth anthology, *Erosion*, in 2021. Pretty good for a branch chartered ten years ago.

~~ Thanks / Doug

~~ Katherine Brown, president





# Tri-Valley

Every other year Tri-Valley Writers (TVW) recognizes a member for outstanding service to the branch with its Sue Tasker Memorial Service Award. The award is named in honor of Sue Tasker, who led TVW when it was first chartered with the CWC and served as the first branch president. The honoree for 2020 is Patricia Boyle, who has served on the board almost since she joined the branch. She has been President, Newsletter Chair, and this year will serve a second time as Vice President. Patricia created the first group writing program with "Pull Up A Chair and Write," a program that has gone virtual since the pandemic.

While the pandemic has put a halt to all in-person meetings, it has not ended TVW events. The 9<sup>th</sup> annual high school writing contest was completed this spring. Although the branch could not hold a public awards ceremony for the students, it did make sure the winners received their certificates and cash awards and publicity was sent out to all the local/regional newspapers and online news sources. TVW is also exploring ways to celebrate the winners when public meetings are allowed.

For the second year, TVW sponsored youth poetry and creative writing at the Alameda County Fair. The fair was held virtually this year. TVW paid cash prizes to the first place winners.



Patricia Boyle wins branch's Sue Tasker Award.

In 2017, TVW created the TVW Community Scholarship Award to give back to our writing community, specifically to sponsor a scholarship at Las Positas College—our local community college. As part of Tri-Valley Writers mission statement of supporting and educating writers, Tri-Valley Writers set up a scholarship to be awarded on an annual basis to a deserving student at Las Positas College who is considering writing as a career. This year's winner is Shannon Ward. One of Shannon's poems, "Sea," is published in Las Positas' 2020 anthology, *Homeward*, which TVW also sponsors.

TVW is on schedule to publish its fifth anthology by the end of the year. Editor Gary Lea and his committee have chosen the title *Voices of the Valley: Through the Window* to evoke the spirit of the pandemic, and the creative ways we have found to keep our connections strong.

~~ Deborah "Jordan" Bernal, President





# San Fernando Valley

In March, the SFV Board met at the Motion Picture and Television (MPTF) campus in Woodland Hills and discussed our up-coming spring meetings and scheduled speakers. A couple weeks later, after the California hospitals began to receive COVID-19 patients, board members realized that our CWC branch would not be able to meet for many months at the MPTF. Adult residence homes were experiencing serious outbreaks of infections, and the MPTF - the Movie Home - is basically a residence for retired people who worked in television and film productions. In other words, the CWC-SFV would not be going "home" for a long, long time. Any future branch meetings would take place in the Zoom Room.



Not a home for the branch



However, since most of the board – and membership – had never met in a Zoom Room, the board quickly began to update Zoom instructions and special features. Then directions on how to Zoom were sent to the membership. Since May, most SFV members have learned to meet in the Cloud.

In June, our first virtual speaker was new member, Adat Golan. She proved to be an adept Zoom Room speaker and skillfully delivered a talk on "How to Develop Your Character's Presence." Anat, a professional freelance story analyst, gave suggestions in a PowerPoint presentation on how to show a character's physical appearance, speech, and actions, then how to enhance a character's role to create a more complex storyline. Another fortuitous outcome of Anat's adept talk to our members: she's agreed to fill the position of Secretary on next year's SFV Board.

Many members filled the Gallery and enjoyed seeing familiar friendly faces on their very own computer screens. The process went quite smoothly and the SFV board decided to use the Zoom Room for every monthly meeting of the coming year. In the San Fernando Valley; where we try to keep our spirits up and the viral infections down, I'm sure it's the same situation in every branch of the CWC. We enjoy hearing from all of you and our Board takes note of your speakers and activities in lockdown. We hope you enjoy perusing our midsummer news.

Our club has put much effort into promoting, nurturing, and increasing our critique groups. Before the lockdown, we had several groups meeting at least once a month. After sheltering-in-place, several critique group members

> learned to use their group's virtual meeting rooms and stayed in touch. After all, a pandemic potentially provides a plethora of subjects for writers. Our monthly newsletter, The Valley Scribe, has creative work that was honed and polished in our critique group. It seems that a pandemic can inspire all kinds of prose, poetry, and even wry humor. For example, President Bob Okowitz wrote these pandemic impressions in the May issue:



Bob Okowitz

"Sheltering in place, at home, is so not fun. Personally, I find it ridiculously stressful. My feelings of tension and worry have increased, so I'm not very productive on the writing front. (I did, however, clean off my desk of many months of junk.)

Apparently, the long-term goal of sheltering is to destroy the virus, so we can get back to our usual day-to-day activities. A country free of Covid-19 is a good thing, a very good thing. Our short-term sacrifices should force the





virus to die out, and hopefully not return, or at least not return until we have an effective vaccine to deal with it.

But right now, most of us miss our usual routines. That would include me. I find that daily walks, Tai Chi, and stretching exercises reduce my stress. And I listen to lots of 60s & 70s hit songs. For example, I find George Harrison's music to be very calming. All Things Must Pass, for example. What a brilliant song and what a brilliant guy who wrote it! He surely had adversity in his life and overcame it. Harrison is now my role model for handling my own stress.

Until we meet again, please wear a mask in public places and keep true to social distancing. While you're sitting at home, feeling bored ... get back to writing! And to quote once again from George Harrison's famous song, All things must pass."

Great advice. Bob. As September nears, and the lockdown continues for August, please stay safe, stay well, and write on, CWC members!

~~ Kathy Highcove, *The Valley Scribe*, Editor



# Long Beach

California Writers of Long Beach's Board of Directors embraced the social distancing imperative. At the early Covid-19 Zoom meeting, money being no object, of course, the board voted to have its meetings another way. In another place.

"But where," President Frank Kearns asked, looking around the Zoom gallery, "should we hold our meetings?"

"In the ocean."

"No. They've closed the beaches."

"Oh, yes. I forgot."

"At a park."

"Nah. Closed."

"Outer space."

The Zoom room pin dropped, and everyone heard it. Then silence. Deep thought.





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References:

Mary Langer Thompson: (@Mary Langer Thomp, Twitter) Elizabeth Pye: (epye.com)

Marilyn King: http://www.marilynking.net

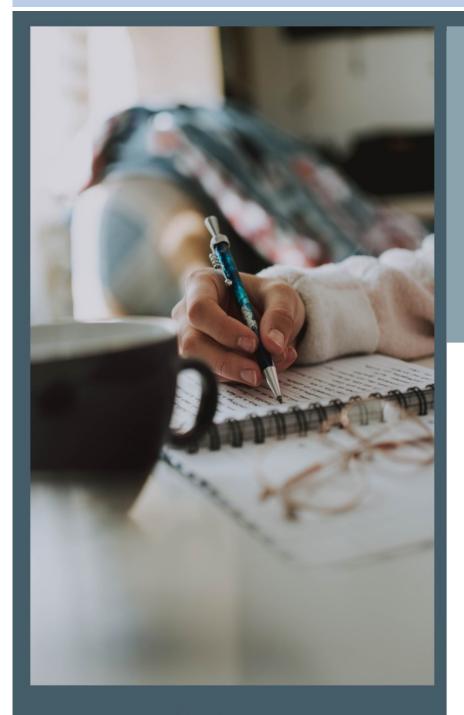
One person fiddled with their hair. Another bent over to pick up her dog. Wheels were turning, but heads were shaking. No. Nope. Don't think so. At long last, a soft voice broke the quiet. "I know someone," branch VP Era Martin said.

All Zoom eyes zoomed on Era.

"I'll have to check first, but I think we can swing it," she said.

Long story short, the first post-COVID-19 meeting of the California Writers Club of Long Beach took place at the edge of the Milky Way Galaxy. Orion's Belt was close enough to cinch with one hand. The





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#### continued from page 17

Big Dipper had diamond-studded sparkly stars pouring out of its ladle, and the members took little sips at first until it was deemed safe-to-drink.

Fifty people attended. The speaker at the May 9, 2020, meeting was Maddie Margarita, and she was an out-of-this-world success. We were onto something big.



#### May 2020

Maddie Margarita presented

#### "How to Handle Author Interviews and Readings"

The June 13, 2020, meeting was held on one of Saturn's rings. We had to wear sticky stuff on the backs of our jeans to keep from sliding off, but we got the hang of it. Laura Brennan was also a speaker at our 2019 BC (Before Covid) workshop.

#### June 2020

Laura Brennan spoke about

#### "Networking for Authors"

Our July 11, 2020, monthly event was held on the planet Dantooine, in a galaxy far, far away. The Star Wars Rebels had conquered the Empire, of course, and Luke and Yoda made the meeting room arrangements. The exquisitely funny-looking Cantina bartenders served the drinks. Hans Solo was unavailable, but Obi-Wan Kenobi's spirit put in a surprise appearance as Flora Brown, who was a speaker for us in 2014, led an excellent PowerPoint-assisted discussion.

#### **July 2020**

Flora Brown\_shared knowledge on

#### "Top Tips for Self-Publishing Your Book"

Our speakers had a great time. In fact, we recommend them all without reservation. However, our connection for space travel has closed, and you'll have to make your own speaking arrangements. Sorry.

#### Note: The contributing editor is not high on drugs. (or so she says...)

This Bulletin submission is by Kathryn Atkins, who published a small "just-in-case" book during the pandemic. The name of the book is My Piano Hands: A Flash Memoir Collection.

~~ Kathryn Atkins, PR Chair



# MANAGING YOUR WRITING CAREER

# BY RUSTY LAGRANGE



# Nearly a Decade Since Steve Jobs Left Us with His Wisdom

Marketing Insights from a Writer's Perspective by John Forde Copywriter's Roundtable

I came across a headline just this morning that I figured would lead to a good article. It was in Inc. magazine: "These are the 4 words Steve Jobs used to change everything."

There's a lot to unpack in that, even before we get to the "4 words." First of all, Steve Jobs. Hard to believe, but we're closing in on a decade since he's been gone.

And people are still quoting him and writing about his influence. Fascinating, isn't it? One of the many things he's famous for, of course, is his presentation style.

The man could launch a product. He could also persuade the heck out of a crowd, which is why I figured the Inc. article would be about some incredible combo of magic persuasion words.

It wasn't.

Instead, it was about the 2007 event when Jobs introduced -- yes -- the iPhone. Per Inc., "one of the most consequential events in the history of technology." That's a huge statement. And not entirely wrong. At the time, Apple was minting a fortune by selling iPods. They'd just sold their 100 millionth one in 2007. Apple's annual sales were \$22 billion. Impressive.

Today, they've sold roughly 1.5 billion iOS devices, says Inc. And most of those were iPhones which, by themselves, bring Apple \$140 billion per year.

The four words Jobs used to intro the phone was what he called it: a "Breakthrough Internet communications device." At the time, almost nobody had a clue what that meant. Or would mean.

And the bigger picture: iPhones, of course, ripped open the gates for other smartphones... and today, more than half of all internet traffic... yes, HALF... flows over mobile devices. We use them for everything.

This begs the simple question, are you writing for mobile devices?

Do your sales-letter graphics fit a narrow mo-

bile screen? Do your VSLs run well and load quickly on smart devices? Are your subheads punchy, and short enough to grab the eye, despite blazing fast smartphone scrolling? Do you even think about subheads? You should.

It may sound obvious, but by the looks of things in many marketing campaigns today, it isn't. Thanks to those fateful four words spoken by Jobs back in 2007, you need to keep all of this in mind.

#### Preparing for the Future is Never Too Late.

Speaking of great communicators, it's hard to argue that Abe Lincoln wasn't someone else with a lot of skill on the stage. His 271 word Gettysburg Address alone is one of the most famous and persuasive bits of "sales copy" ever uttered. He managed to sell a whole country on the marketing promise of the American experiment.

But here's the reason I bring this up: many reviews are making the rounds right now, about a book by a University of Texas law school dean, Ward Farnsworth, in which he writes about Lincoln's oratory skills.

Lincoln, says the book, drew from the rich and messy history of the English language. As I've noted many times, English is a mutt of a language thanks to its mix of Latin and Germanic roots. The fancier words that we use are the Latinate ones (mostly thanks to the French). The harder, shorter, punchier words are Saxon or Germanic. The typical story goes that Germanic words sell better than Latinate ones because they feel more energetic, bolder, and confident. But Lincoln didn't confine himself to that notion.

Instead, he masterfully mixed the two types of phrasing. Specifically, he used the Latinate words to start his speeches and then finished with what Farnsworth called the "Saxon Close." Meaning, Lincoln earned his legendary reputation by opening up with lyrical, descriptive phrasing. He then finished with a tight, punchy jab. Even marketers and copywriters, with our intent to sell, can appreciate that kind of passion for the music of language. And it's probably a good idea to cultivate those interests through music, poetry, painting, the talents that propel you to more profitable outcomes.

continued next page



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Most photos will be held for future Lit Review issues due to the need and limit of pages. No compensation is given. You will be donating your article to share with others.

Thank You in advance ~~ Fred Dodsworth

In your off time, why not sharpen your skills by picking up a guitar? Or at least listening to good music to develop your ear. Or read good fiction or at least watch good movies with a great plot, to hone your skills for spinning a sales and marketing story. And listen to standup comedy. Both to loosen up your mind and to improve your timing when it comes to delivering a point.

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Send submissions to Rusty@RustyLaGrange.com. Place "Expertise" in the subject line. Word limit: 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

# CWC: Our 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.

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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.

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- Email as a JPG file to **AdvertisingCWC@gmail.com**. No exceptions.
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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.

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

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# THE BULLETIN BOARD —

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.

This digital full-color news magazine is available to all members for free. It can be read from a link at www.CalWriters.org anytime. We now have an upgraded 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.

## A Word From the Editor

# The Trivia Corner

In your earliest memories, what was your favorite book that you loved to hear at bedtime or whenever story time occurred?

Send an email to me prior to Sept. 5th, with your answer. I'll draw one name from all entries and you'll win a little gift for reading *The Bulletin* from cover-to-cover.

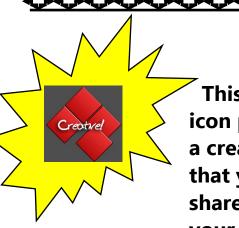
~~ the editor



Rusty LaGrange

I've been sheltering at my ranch since March 10th, when the Spring Bulletin came out. I was tired and looking forward to a nap. Like Rip VanWinkle, a few months went by and I ventured out in June only because my older cat needed a vet. And I was craving apple fritters from the donut shop. My husband, still working, and begrudgingly shopping for me, was not happy with sheltering. It meant he had to do more for me.

I guess I owe him a big hug...if I could get closer than six feet.



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

## **GENERAL ANNOUNCEMENTS**



Next issue appears in mid-November

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- 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.
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- 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.



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#### **CWC's THE BULLETIN**

STAFF:

EDITOR / GRAPHICS: RUSTY LAGRANGE
ADVERTISING: ROBERT ISBILL
PROOFREADER: JUDI ISBILL

Questions & Comments: Rusty@RustyLaGrange.com 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.

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# The Final Word

Rusty LaGrange, editor

Sure, it's awkward. Screens flash and mics mute, every participant wishes they looked better on their remote feeds, even if you don't need to wear pants.

Yet, if a survey was taken today, I believe a growing majority of Zoom Room users would say this is better than not ever seeing your colleagues again.

Dramatic? Maybe a little, but since we share a common interest and a common extreme health scare, adapting to this tool is currently keeping us in touch. Hate it or love it, I hope we can encourage more timid users to try. The more active in a Zoom Room, the more you'll find that practice does help.

A growing number of branches now offer sharing their events, guest speakers, salons, while others charge a small fee to cover basics. Opportunities are wide open.



ETIQUETTE INSIDE & ZOOM ROOM SESSION

After you've entered the Zoom Room, make sure your microphone is muted. Why? A member's live microphone on their computer will pick up nearby noises, such as a loud television, any phone ring tones, fretful dog barks, kitchen clatter, clock chimes. etc.

Remember, you control your own screen setting. These controls are in the upper right corner. "Gallery View" displays all attendees encased in his/her own screen shot. "Speaker View" allots the largest box to whomever is speaking on their live mic. If you want to be seen, click on the red line on the camera icon. And there you are, a member of the Gallery.

After the speaker's presentation, there'll be a short question and answer session. How? The "chat" button at the base of your screen, when clicked on, signals the speaker that you have a question. But please refrain using this command to chat with pals during the presentation. Members of the Gallery might note your remarks and join the conversation, ignoring the speaker's speech. When you mute yourself sometimes the Speaker can do it as well, so check that function. Just wave your hand or leave a chat note to ask for unmuting. If you need to leave the meeting early, simply click on the "leave" button in the lower right corner of your screen. Presto, you're home again.

If you know someone who's not a CWC member, but who wants to enter a special event or workshop meeting, please pass their contact information on to your designated Membership Chair or Zoom Room administrator, then make certain your guest receives an invitation to your Zoom Room. The invitation gives you a link.

Below are links to a few YouTube tutorials for Zoom meetings. These websites are for informational purposes and are not endorsements.

https://www.youtube.com/watch?v=9isp3qPeQ0E

https://www.youtube.com/watch?v=XIPcDnfkNuA

If you have a Zoom account, please check out the video tutorials on your Zoom homepage.

Have fun learning to Zoom! ~~ Karen Gorback

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