

# THE BULLETIN

California Writers Club

Vol. 6 No. 3

Winter / 2020

## ZOOM ROOMS

Enter an expanded universe with members beyond your branch



Enjoy the holidays.

Next issue

will

arrive

in March

*The Bulletin* is the official publication of California Writers Club, an educational nonprofit 501(c)3 corporation. Issue 16 e-edition in circulation since November 2020.

### 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

## 2020 LITERARY REVIEW A SUCCESS!

By Bob Isbill



**Fred Dodsworth**

In a showing of extraordinary cooperation and coordination, the 2020 CWC *Literary Review*, filled with remarkable writing, was published and distributed to all members of the CWC in late October. Feedback has been extremely favorable. The CWC can certainly count this edition as a publication in which to be proud.

Rewind to the July 2019 Central Board Meeting in Oakland and this traditionally accepted achievement did not seem possible. The 2019 publishing team that had done such a beautiful job on that year's *Lit Review* was now all of a sudden disintegrating due to family illnesses

and personal deadlines unrelated to CWC business. The future of the club's signature magazine, created by South Bay's retired editor, Dave LaRoche, now looked doubtful to those attending that meeting.

CWC President Donna McCrohan Rosenthal had just taken over the leadership of our century-old organization from past President, Joyce Krieg. Nobody was raising their hand to volunteer to pull this much-anticipated magazine together, and Donna was determined that it would not die on her watch. The old-timers on the Central Board (CB) knew very well how much work was involved in this annual project, and not that many were eager to bite off such an undertaking. And to be honest about it, the effort requires considerable talent as well as unusual dedication. With all the ability required to produce such a thing, it is no wonder it is published only once a year.

All who were present at that CB meeting would probably agree that the possibility of 2020 without a *Literary Review* was looking very real.

And then a strange thing happened: Maybe it wasn't a miracle exactly, but



continued page 3

## President's Corner

Donna McCrohan Rosenthal

## Literary Review Arrives; Keeping Your MRMS Current



### President's Message

*Literary Review:* After a year of pulling it together, from assembling a team of wonderful volunteers to intake submissions, manage traffic flow, judge, proof, edit and design, we've at last produced our 2020 *Literary Review*, and a handsome one at that. Branches that ordered extra copies for members published in the *LR* should have already distributed those. The individual members' copies have left the post office and should arrive in members' hands very soon. Factor in the current demands on the postal service and allow for a slight delay.

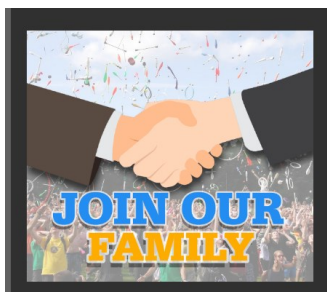
Congratulations and thanks to the submitters for their outstanding contributions. We culled the best from a total of more than 300 competitors. Shifting gears: The Central Board held our second Zoom meeting, on October 18, covering substantial ground to conduct CWC business. Among items, we emphasized that branches must keep their MRMS listings up-to-date. CWC officers as well as branch newsletter editors rely on the data to send their mailings. If your branch does not have accurate information, you will likely consign your key players to some out-of-the-loop dark corner.



## Bringing It All Together

### CWC Nor Cal Writers

<http://cwcncalwriters.org/>



### So Cal Writers Showcase

<http://socalwritersshowcase.org>

Now that visiting within Zoom Rooms is a technical reality for many of our branches, why not investigate your options by stepping into a Zoom event hosted by north or south branches? You can now see who you've been corresponding with instead of wondering.

Your interests and events can be shared from north to south as well. The cost savings alone to hire a guest speaker for an hour is greatly reduced, as well as the costs of hosting and feeding the visiting speaker.

Remember that by going to each division of CWC you will need to check the calendars and see if there are any fees associated with your access to each event. Many are free.

~~ editor

# News You Can Use

## Your Photos & Art Needed for Future *Literary Review* Issues

### 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 mind 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](mailto: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!*

### continued from page 1

very rarely are we in a situation that requires an individual to come forward who seems born to do the task, and he or she steps up and volunteers.

"I have about forty years of publishing experience," said a representative whom the rest of us had not seen before. "I could put this together in a good-looking way and I'd be happy to do it."

There probably wasn't a collective gasp in the room, but remembering it, there should have been. He began to speak again and I, for one, expected him to say, "Just kidding...!"

"There's one thing I won't do, though," he went on. "I won't decide what will be in it."

The man is Fred Dodsworth, Central Board Rep from the Berkeley branch and we were to later learn that this was his very first Central Board meeting. As we soon found out, his statement of experience was considerably understated.

An ink-stained wretch, Fred Dodsworth spent most of the last thirty years in newsrooms picking fights with mayors, police chiefs, and editors. He lost most fights, but notches on his belt include one police chief, one mayor, and numerous politicians. He writes poetry because he feels there's more truth to be found in poetry than in any news story. His stories and poems have been published in multiple venues.

Fred Dodsworth, created, and has led, a writing group who has been together for the last five years

And now, Dodsworth has edited the latest 2020 CWC *Literary Review*, in charge of art direction and production of the publication.

Notwithstanding all of the above, this is not to say that the latest *Lit Review* was a one-person job. Not at all. The hands on deck were many as is noted in the section in the *Literary Review* called the Publication Team. The book, as I call it with its new format, took many volunteers to complete. That's what this backstory is really all about: Volunteerism.

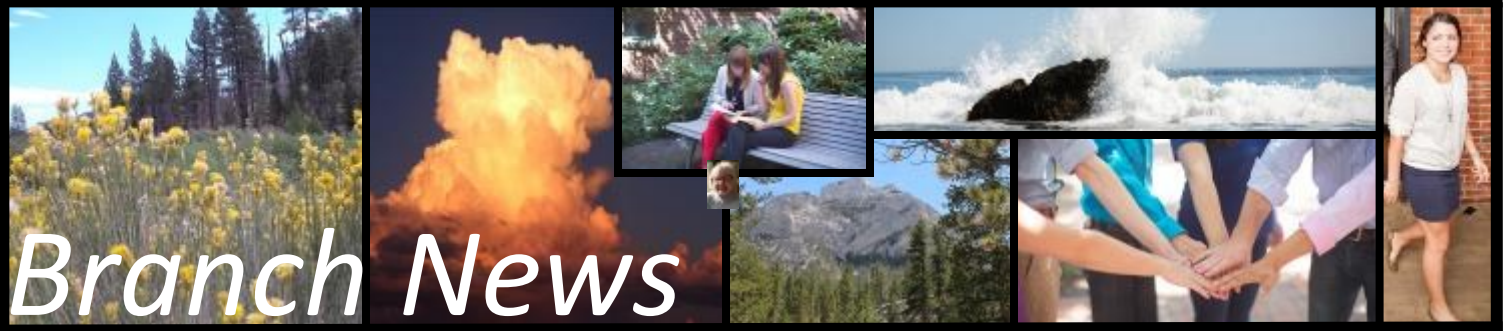
I am continually amazed by the discovery of huge talents in the membership of my own High Desert branch, within the Central Board of the CWC, and in its general membership.

What is equally impressive is that there is a pool of people willing and able to volunteer when help is needed.

With deep appreciation on behalf of the CWC to all those who put this issue together, my hope is that the spirit of volunteerism never dies.







# Branch News

## Central Coast

### Honoring the CCW Immediate Past President

*Submitted by Joyce Krieg and Lana Bryan*

Trying to find a way to express CCW's Executive Committee's affection to Laurie Sheehan, our past president from 2015 to 2020, Joyce Krieg hit on the idea of honoring her with a quilt. Originally, Joyce thought we could make it a group project, but then the pandemic decided against it. Joyce made the lovely 60 x 80-inch quilt herself (her first quilt!), invited us all to write Laurie a brief note, and made a card with all of our sentiments. Finally, at our July executive committee meeting, former First Husband John Sheehan presented the gift to Laurie to our applause.

Here's the text from the August newsletter:

### Honoring Our Immediate Past President

*By Joyce Krieg*

Back in January, when it became sadly obvious that Laurie Sheehan would be stepping down after five years as our president, I knew we needed to do something extra-special at the June meeting, her last as our leader. The tribute would include a gift from all of us, something more personal and meaningful than the usual boring plaque. But what? Hmmmm ... Laurie has made a lot of quilts for us over the years to raffle off for the high school writing contest. So how about returning the favor and making a quilt for her?

Mind you, I've never actually made a quilt before. But I've done countless other needlecraft projects, so how hard could it be? I quickly sold our Executive Committee on the idea. I found a pattern that would showcase our logo and sacrificed a t-shirt to get a cloth version of the design. With visions of an old-fashioned quilting bee, those who aren't crafty sustaining us quilters with wine and chocolate, we were off to the races.



*Talented hands: Joyce Krieg (inset top) and volunteers (inset middle and bottom) join members on a Zoom Room meeting to honor former President Laurie Sheehan with their handmade quilt.*

Then came March. You know what happened then. With social distancing, a group sewing session was out of the question. No more popping over to Back Porch Fabrics or Jo-Ann's anytime I needed supplies. Online orders were suddenly taking several weeks to fulfill, what with everyone making masks. Interfacing (apparently a key



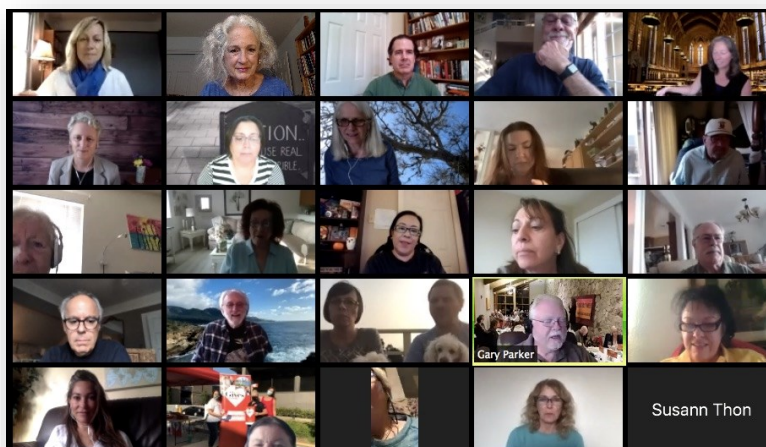
## Branch News continues

### continued: Central Coast Writers

component of DIY masks) could not be had for any price. Thank you, former president and avid quilter Cheri Love for letting me raid your stash! I feel a great deal of sadness that we could not give Laurie the send-off she so richly deserved at the June meeting. But thanks to former First Husband John Sheehan, we were able to make a presentation during executive meeting. Thank you for everything you've done for CCW.

Zoom, anyone? Like the rest of the CWC branches, Central Coast Writers have been working hard to engage our members, despite the pandemic. Several inspiring speakers have joined us over Zoom, such as Anne Janzer, author of *The Writer's Process*, and Jim Azevedo, marketing director of Smashwords. On October 24, our own Marcia Rosen (aka M. Glenda Rosen) put on a wonderful workshop over Zoom, entitled "About Being an Author." Marcia, who advised numerous authors for nearly twenty years, took participants from concept development to editing, from manuscript review to publishing options.

Every October, we have a tradition called *Booktoberfest*, which features members reading from work they have published in the last year. This October, our wonderful readers included Dale Presson reading from his first novel *We Ain't Oakies*, Kimberly Ingalls reading her chapter published in CWC's anthology *Sunset Sunrise*, Joanna FitzPatrick reading from the 10<sup>th</sup> anniversary edition of *Katherine Mansfield*, Barbara Siebenieck reading from her second novel *Silent Sorrow*, Joyce Krieg reading *Pacific Grove at your Feet*, Jeanette Nicely reading from *Warrior Rising* (the third and final book in her Womara trilogy), and Duncan Clarke reading from *A Little Rebellion is a Good Thing*.



We grapple with how to replicate the interaction and sharing at our monthly meetings before COVID. One activity involves what we call "five minute reader," in which a member gets five minutes to read from anything they have written as part of the meeting before the speaker. Over Zoom (as well as Crowdcast), we have ramped that up to feature five "five minute readers" per month. We have no shortage of volunteers! To try to fill in for informal conversations that would take place over dinner before our meetings, we are experimenting with an electronic bulletin board called Table Talk, which is on our website. There, members can chat about whatever they like.

COVID has not slowed down our writing. In addition to the works presented in Booktoberfest, members have reported several additional recent publications.

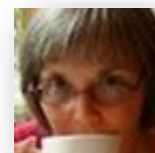
Alka Joshi, whose book *The Henna Artist* was selected for Reese Witherspoon's book club, and has been optioned by Miramax for a TV series, was featured in a September issue of Monterey County Weekly. We are all super proud of her! With the publica-

tion of *Three Sisters Destined*, Nikki Lewen's action-adventure, post-apocalyptic Cli-Fi (climate change fiction) Three Sisters trilogy is complete. Mary Smathers published her second work of fiction, *In This Land of Plenty*, a beautifully written family saga that probes California's rich history. Christine Sleeter's first novel *White Bread*, first published in 2015, was just released in an "anniversary" (or second) edition.



Christine Sleeter

~~ Lana Bryan







## *Branch News continues*

### **East Sierra**

East Sierra has sent regular email updates and newsletters to members, and through them has conducted a series of writing workshops. The workshops focus on areas such as media, language, plotting, characters, creative non-fiction, and more. One extrapolated a concept from the branch's January meeting, "Reflections," and carried through on the importance of sensory writing to set readers in the author's world, to have them experience exactly what the characters or you, the writer, are experiencing. Another workshop dealt with diversifying character voices. Human beings are unique and express themselves in different ways. How one person tells a story is different from how another would tell the same one. Each month will roll out a new topic.

~~ *Daniel Stallings, president*



~~~~~

### **Help Found to Assist Bulletin Editor**

After searching with "Help Wanted" ads in many CWC Branch newsletters and the previous editions of the CWC Bulletin, we have found help to accept this job!



Sandy Moffett, member of Writers of Kern, has taken on the position of editorial assistant helping track and monitor submissions from the branches across the state.

The name may be familiar to you because Sandy is already a busy person with the CWC. She is Membership Chair of her own branch and State Membership Chair for the CWC. She is also CWC South's chairperson, leading the Southern California Branches in that region. As editor since November 2015, I am more than just very appreciative of Sandy's offer to help with the publication of the CWC Bulletin. It takes patience and organizational talent to step up to the plate.

~~~~~

### **Fremont Area**

*Greetings from Fremont Area Writers!*

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

Like the rest of you, we've become reasonably proficient at holding our meetings on Zoom. And on the fourth Monday of the month, we Zoom our Writers' Salon, so we can share our work with each other. Several of our critique groups are also on Zoom now, as well. Zoom, zoom....

We're planning a Holiday gathering in December that will be similar to our Writers' Salon, though it looks like we'll be working from prompts given to us at the meeting. This is still in the planning stages.

*continued next page*



## *Branch News continues*

### **Fremont Area continued**

This August's speaker was Kilby Blades, a contemporary romance novelist. She explained the difference between a "love story" and a "romance," and why it's important to know this. Romance has to have an HEA (happily ever after) ending—*The Princess Bride*; a love story is likely to have a tragic ending—*The English Patient*. Romance readers know the difference, and do not take kindly to a love story trying to pass itself off as a romance; an excellent way to get multiple bad reviews. She shared stats about the popularity of romance, and how the genre is evolving to include sub-genres for LGBTQ readers. Contemporary romance is also trending away from traditional gender roles of the past. Blades explained that, if done well, adding romance to almost any genre can attract romance readers. She showed us the plot structure for getting to HEA, and included helpful hints about writing sex scenes.



**Kelley A. Way, attorney/writer**

In September, Kelley A. Way, attorney/writer who specializes in Estate Planning and Copyright, joined us for a dive into planning estates for people who have creative works that may continue to produce income long after the "creator" is gone. One major purpose for doing this is to avoid Probate. Things would have been easier for the heirs of Prince and Elvis had they planned their estates. She also gave us a refresher on copyright law.



**Andrew Benzie joined us in October**

Andrew Benzie joined us in October for another look at Self-Publishing Made Easier. He discussed the importance of cover design, topography both inside and out, and writing blurbs. He explained the different digital platforms available to indie authors, and the pros and cons of each. A tip: don't put the price on the cover of your self-published book.

### **Scheduled speakers for coming months include:**

**Lucy Lang Day**, an eco-poet, will speak to us in November about her work and the general concept of protest poetry.

**Jesse Byrd**, a children's author and publisher, is scheduled to speak to us in January.

**Dr. Barbara Myers**, our February speaker, is a mental health specialist. She will discuss the depiction of mental health issues in our writing, so they make sense and reflect reality.

We are continuing our SIP (shelter-in-place) Notes, though since we are now meeting regularly via Zoom, we have gone from weekly notes to twice a month. Our Tell Me A Story (TMAS) collaborative writing project is almost finished.

We're all looking forward to getting back to a life we recognize; where hugging each other is recommended and SIP is no longer necessary. Here's to a "new normal," one that's better than the "old normal." It's time to think beyond what was—to what can be—and work at it together.

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

~~ Nancy Guarnera





## Branch News continues

### Redwood Writers

The Redwood branch is moving full swing with our new virtual format due to the COVID-19 pandemic. Like every branch, we've experienced many adjustments as we've transitioned in-person events to meetings and events held via Zoom. Not being able to socialize has been one of the hardest adjustments.

To make up for this, we've added a fifteen-minute cushion at the beginning and thirty minutes at the end of every general meeting, allowing people the freedom to chat in the general Zoom Room, or to break out in their own private rooms before the meeting begins. We have also been pleased to welcome members from other branches, which has been made more possible by this new virtual format.

While we can't wait to meet in person again, we are happy to expand our meetings to those around the state and attend other branch meetings as well.

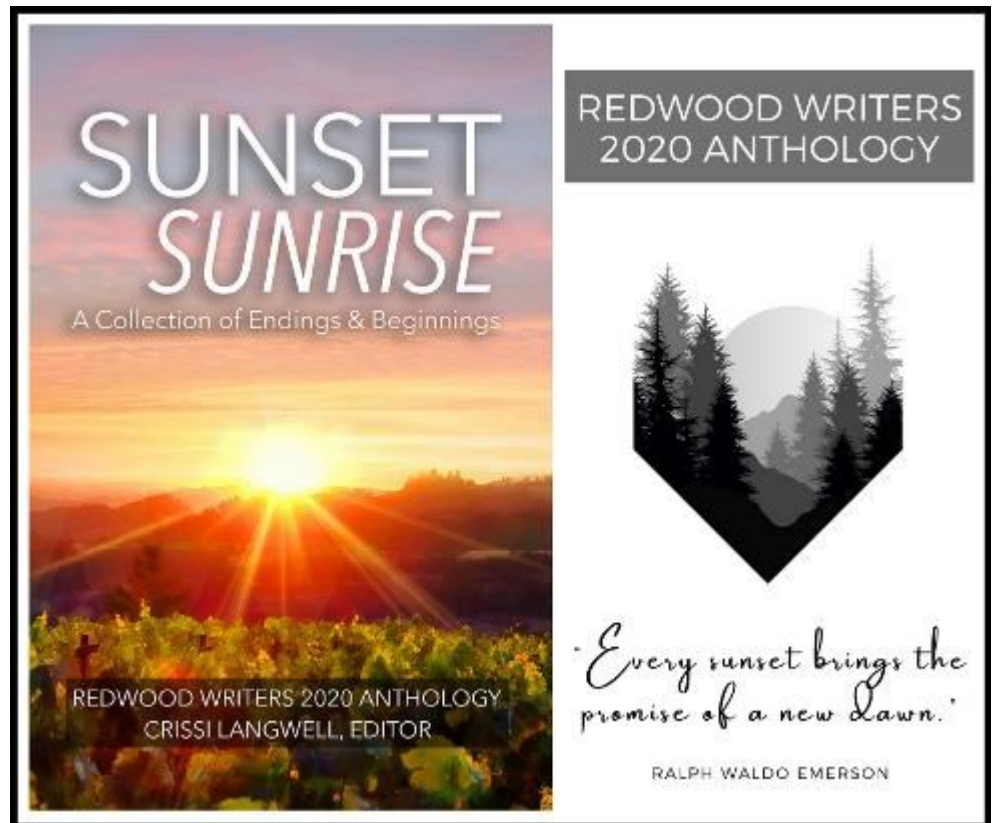
Our branch has been fortunate enough to have many exciting speakers in the past several months, including two Pulitzer Prize winning writers. In October, we welcomed journalist Derek Moore, who was a part of the Press Democrat team that covered the 2017 wildfires that swept through our region, and that won a Pulitzer for their work. Then in November, we were honored to hear from Forrest Gander, who won the 2019 Pulitzer Prize in Poetry for his book, *Be With*.

Upcoming speakers for 2021 include Shelley Blanton-Stroud presenting "Fact & Truth: Fiction & Nonfiction" on January 16, our annual Author Launch event presenting Redwood Writers authors on February 20, and Sarah Rabkin presenting "Writing the Image, Drawing the Text."

Other exciting Redwood news includes the release of our latest anthology, *Sunset Sunrise: A Collection of Endings & Beginnings*. With 48 authors and 58 stories, we think you'll agree that this anthology is a wonderful representation of the writing talent within our club. The anthology is available on Amazon at [bit.ly/SunsetSunrise-RW2020](https://www.amazon.com/dp/B08YKJQZ8X).

We also just wrapped up submissions for our upcoming poetry anthology, *Beyond Distance*, planned for release in 2021.

We hope all of you are safe and healthy, and that you have a wonderful holiday season. We'd love to see you at some of our virtual events. To see our full lineup of meetings, events, and news, please visit our website at [www.redwoodwriters.org](http://www.redwoodwriters.org).



~~ Crissi Langwell, editor





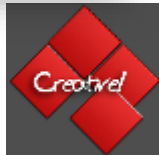


## Branch News continues

### Mendocino Coast



Joined MCWC past-ED Karen Lewis in celebrating her new book of poetry, [Peace Maps!](#) Her launch party was held virtually through Gallery Bookshop.



MCWC 2020, our first-ever online conference, was a resounding success! Throughout the four-day virtual gathering, many participants expressed how grateful they felt for the opportunity to focus on writing with the MCWC community in the midst of this year's turmoil. Though our Mendocino-themed virtual backgrounds (featuring [photography by Mimi Carroll](#)) couldn't fully replicate the magic of gathering on the Coast, we were still able to provide the intensive craft instruction, high quality faculty, and community connections that make up the heart of MCWC. As we head into a new conference year, we are making the most of the opportunities available in our virtual state.

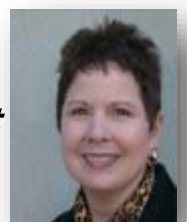
To that end, we're happy to announce a series of Saturday lunchtime seminars throughout the year, each one focused on a specific publishing topic, taught by the high-quality faculty you've come to expect from MCWC.

Our first seminar, **Save The...Novel?** will be held via Zoom at 12 PM PST on December 6th and taught by [Francesca Lia Block](#). *Save the Cat* by Blake Snyder is considered either a bible for screenwriters or a superficial and formulaic shortcut. However, more and more, novelists as well as screenwriters are applying Snyder's beats to their work. In this seminar, we will go over Snyder's beats, give examples of how to apply them to individual student novels and then, as a class, create a sample outline.

Future seminars will include **Submitting to Literary Magazines** with [Xochitl-Julisa Bermejo](#) in January and **Publishing with Small Presses** in February with [Diana Arterian](#). Tickets for each seminar will be \$20. Pay \$50 and attend all three! This seminar series is an important fundraiser for us, but if the ticket price is prohibitory for you, please email MCWC Executive Director Lisa Locascio at [director@mcwc.org](mailto:director@mcwc.org). Full details and registration information will be available on our website, [mcwc.org](http://mcwc.org), in the coming weeks.

The advent of online ventures brought new complexity and opportunity. Now more than ever, our branch has increased the scope of presentations and workshops through those of other branches—a welcome boon. Almost eighty-four percent of members renewed for 2020-2021 due to a revitalized interest in writing and branch activities. The Ekphrasis collaboration with the Artist's Co-op of Mendocino, “art describing art,” in October presented the branch's online readings of work matched with images, and at the Co-op's gallery and website, [artcoopmendocino.com/ekphrasis](http://artcoopmendocino.com/ekphrasis). Our November program will be “Adding Humor to Your Writing” by one of our own, Sharon Bowers, an artist and humorist who creates graphic novels. We're on hiatus in December, but January has half of the *Erosion* anthology readings by members. There are many opportunities as a dual member for getting your writing into the world with the Writers of the Mendocino Coast—please join us.

~~ Katherine Brown, president





## Branch News continues

### High Desert

#### **Statewide Anthology Now Available**

The High Desert Branch of the California Writers Club collected and compiled fictional stories of pandemics, real or imagined, and has now published its state-wide anthology, *"SURVIVAL: Tales of Pandemic"* which is available at amazon.com as of the first week of November 2020. This volume of tales written by members of the century-old 2,000-members California Writers Club is the first anthology of its kind published by the High Desert branch. The book was edited by Jenny Margotta, who is also Treasurer of the HDCWC.

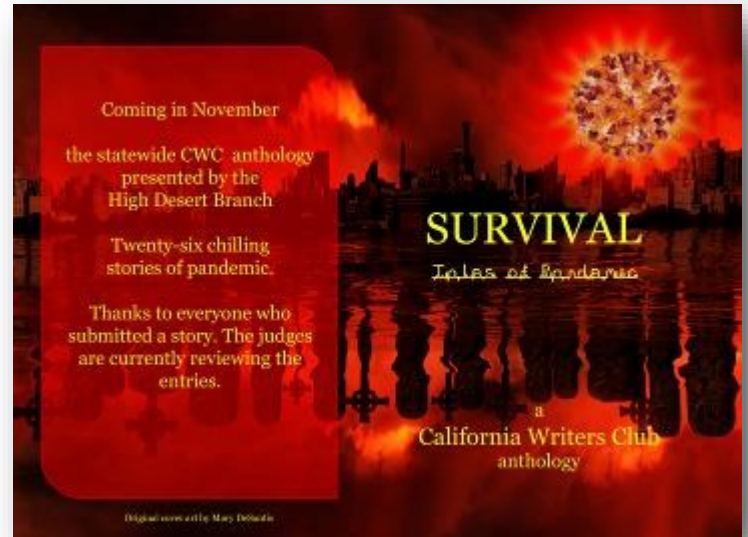
The idea that writing often puts fears into perspective was the inspiration for *SURVIVAL: Tales of Pandemic*. Earlier this year, members of every branch of the California Writers Club were challenged to take their concerns about COVID-19 and turn them into fictional short stories. The result is twenty-five original stories from twenty-three authors from across the state. Some are upbeat, some romantic, one or two include humor, and several are just downright scary. Many contain the idea that mankind will triumph, and a few predict that things could be a lot worse. But all the stories are unified by a singular resolve: we are not giving up and we shall prevail.

The California Writers Club did not want to profit from the world's troubles, so the net proceeds from the sale of this anthology will be donated to charities chosen by the authors who wrote the three winning stories, or donated to their CWC branch.

Congratulations to the winning authors:

#### **CALL FOR WRITERS**

CWC member Phil Zwerling and his colleague, Robert Moreira, are working on a *Drama in the Time of CoVid-19* anthology to be published in 2022 by FlowerSong Press. They seek dramatic works: short plays, performance pieces, monologues, etc. that speak to the deaths, isolation, social, political, and economic upheaval that have followed in the wake of this pandemic. Send questions to Philip Zwerling: pzwerling@icloud.com.



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

- 1<sup>st</sup>Place:** Violet Carr Moore, Tri-Valley, for "Fatal"
- 2<sup>nd</sup>Place:** Susan Helene (Nack), CWC-Long Beach, for "The Rose"
- 3<sup>rd</sup>Place:** Michael Raff, High Desert Branch, for "Zander's Box."

Additional contributing authors were:

- Fremont Area Writers:** Penelope Anne Cole
- High Desert Branch:** Mike Apodaca, Jemma DeSantis, Rusty LaGrange, Jenny Margotta, Katina Newell, Karen Ohta
- Inland Empire Branch:** Ben Alirez
- Mount Diablo:** David George, Deven Green, Bob Poirier
- North State Writers:** Joan Goodreau, Paul Quinn
- Redwood Writers:** Roger Lubeck, Tommie Whitener
- San Fernando Valley:** Brian Muldoon
- SF Peninsula:** Richard E. McCallum, Karen Sundback
- Tri Valley:** Lani Longshore, Ellen Turner

Further details may be found on the High Desert CWC website by visiting [www.hdcwc.com](http://www.hdcwc.com).

~~ Bob Isbill, Programs/PR





## *Branch News continues*

### San Fernando Valley

Last September, the CWC-SFV conducted a virtual election of our 2020-21 board members: The vote was unanimous: Karen Gorback was elected president; Monte Swan was elected our VP/Speaker Chair; Anat Golan Wenick secretary; Pat Avery as our treasurer, Bob Okowitz, our former president, will serve two more years as our Central Board Representative. Andi Polk will keep on managing more membership affairs, and I will remain editor for *The Valley Scribe*.



**Gorback**

Back in May, Karen Gorback prepared to be our next program coordinator, but graciously agreed to fill the President slot. Impressively, she had already found speakers for the 2020-21 months and had prepared a flyer. Our newsletter has published this flyer to enable our members – and future guests – to plan months ahead.

Karen is a former high school English teacher, community college dean, graduate school instructor, and president of the Ventura County Writers Club. She has taught writing classes at Conejo Valley Adult School and has given presentations to writers' clubs throughout Southern California.

Anat Golan is a professional freelance story analyst who has worked with Amazon Studios, Atlanta Film Festival Screenplay Competition, and others. She's an optioned screenwriter with screenplays that won or were finalists like Pitch-To-Script Family Friendly Screenplay Contest, Sundance Table Read My Script contest and StoryPros. Anat will often research and submit articles on writing skills for our newsletter, *The Valley Scribe*.



**Wenick**

Monte Swan retired after working in the film industry for more than thirty years. He's worked on some of Hollywood's biggest feature films, recreating futuristic control rooms, space ships, and clandestine surveillance centers. Monte now looks forward to being in the company of other writers. "And, what better way to do that than to get involved and start working with his CWC/SFV writer friends?" Monte says.

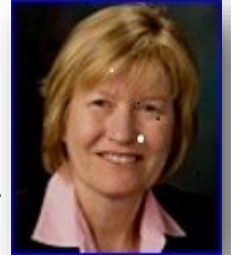
At our first Zoom 2020 Zoom meeting in July, Anat Golan Wenick spoke to us about *How to Develop Your Characters' Presence*. She discussed the functions of different character types in a story, the ways to enhance characters' roles to create a more complex story and how to insert information in a manuscript to create multi-dimensional characters,

In October, longtime SFV member, Ester Benjamin Shifren lectured on how to edit, publish, and promote your writing. She has written and self-published a best-seller, marketing her book to hundreds of audiences. She told us: "The publishing world is rapidly evolving, and it may now be more favorable than ever to self-publish your work. The same rules apply, never, ever publish and market a book that hasn't been thoroughly polished and edited! Editing costs can be substantially reduced if most work is done before submission—very often with the help of a critique group."

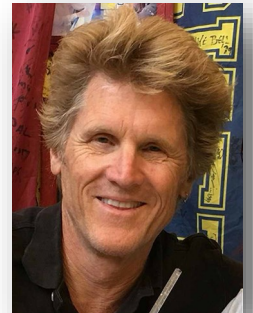


**Shifren**

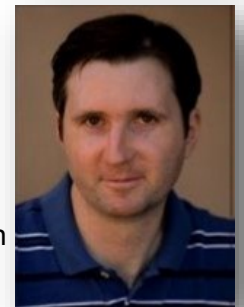
Our membership numbers have held steady through the pandemic and we hope that the convenience of our virtual meetings will encourage more local writers to join our group.



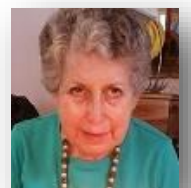
**Avery**



**Swann**



**Rains**



~~ Kathy Highcove





SAN FERNANDO

# Valley Writers

A BRANCH OF THE CALIFORNIA WRITERS CLUB



Whether you have been published or have always wanted to write, please join us for monthly Saturday meetings via Zoom to learn more about the craft and business of writing.

See [www.cwc-sfv.org](http://www.cwc-sfv.org) for membership information and single lecture admission prices.

This series is free for CWC-SFV members.

## September 12, 2020 1 PM

### Self-Publishing – You Can Do It!

Join author, artist, international speaker, and CWC-SFV member Ester Benjamin Shifren to learn the in's and out's of self-publishing. You can do it!

## October 3, 2020 1 PM

### Spin That Captivating Tale

Author, speaker, and retired Air Force Colonel Carla D. Bass teaches us how to keep our readers hanging on to each word, making our writing stand out from the crowd! We need this!

## November 7, 2020 1 PM

### How Authors Go From Fingers on the Keyboard to Dollars in the Bank: Four Ways Authors Make Money from Publishers

Attorney and Literary Agent Paul Levine gives us the answer to the age-old question – how to make money as an author. Do not miss this presentation.

## December 5, 2020 1 PM

### The Art of the Query

Author Trey Dowell shows us how to write query letters that command attention! Whether you submit to publishers, editors, or agents, you need a well-crafted query. Learn how, now.

## January 9, 2021 1 PM

### I Write Funny, and You Can Too!

Author PJ Colando teaches us how to infuse comedy and satire into our manuscripts, with twenty-four tips for effective writing. Start the year with a smile in this interactive workshop.

## February 6, 2021 1 PM

### Going Deep Into Point of View

USA Today bestselling author Beth Yarnall shows us how to choose the most effective POV for our work, immersing the reader into our character's head and heart. Wow!

## March 6, 2021 1 PM

### Sticks and Stones and the Stories We Tell

Author and/or illustrator of more than 40 books, Pat Cummings explains ways to turn negative experiences into art for compelling storytelling. We will learn from the writing of BIPOC storytellers (Black, Indigenous, and People of Color). Don't miss this important lesson.

## April 3, 2021 1 PM

### Does Poetry Matter?

Los Angeles Poet Laureate (2014-2016) Luis Rodriguez helps us celebrate National Poetry Month with a lecture on the undeniable value of poetry in our lives. What a treat!

## May 1, 2021 1 PM

### Memoir – Emotion Bracketed by Time

Author and CWC-SFV President Karen Gorback provides steps to composing an engaging memoir – a small slice of life.

## June 5, 2021 1 PM

### Market Yourself with an Easy-to-Create Website

Create your own media presence with a step-by-step guide for a website with Script Consultant and CWC-SFV Secretary Anat Wenick. It's definitely do-able!

Revised 9/5/2020

Programs subject to change

A person is standing on a large, flat rock that juts out from a cliff. They are looking down at the ground. The background shows a vast, hazy valley with green hills and some trees. The sky is overcast.

## WHO AMONG YOU IS THE RIGHT ONE?

**Who is fascinated by  
and passionate about  
the wonder of  
multi-disciplined  
cross-thinking?**

**Who is able to pro-  
vide a proven written  
sample in the cross  
fields of psychology;  
philosophy;  
Buddhism;  
quantum physics and  
more?**

**You and I are to sail through my ongoing first  
draft to its completion; leaving the second half  
editing for others. If you are exactly what I'm  
looking for, I'll invite you to be a co-author.  
*Your Reward: \$20,000* plus ( gradation arrange-  
ment) acknowledgement plus credit.**

The subject project: a parallel vision of butter-  
fly's metamorphosis and Buddhism's central  
thinking to tackle Earth's crisis today with  
optimism for the future.

About my works ( T= Translation; C= creative writings)

Art & Physics; (T); The Global Brain Awakens (T)

From Science to God (T); One Flew Over Himalaya (C);

World's LEED Hotels ( as publisher)

**PHONE: 650-678-7038**

**WOWHOTEL7@GMAIL.COM**

**EDGAR WEN CHANG**



## *Branch News continues*

### Long Beach

As you will recall, the Long Beach chapter of California Writers had its Zoom meetings as far away from Earth as we could afford to accommodate the state's social distancing requirements. June was at the edge of the Milky Way Galaxy; July, on the slippery slopes of Saturn's rings; and August on the planet Dantooine (with Yoda and Luke helping). Finding our intergalactic travel budget empty as a pocket, we followed in the next three months with these out-of-this-world speakers.

#### MEETINGS

*August:* Pam Sheppard – "What in the World Is a Comp—and Why Is It So Important?"

*September:* LeeAnne Krusemark – "Getting Paid to Write for Online Blogs, Magazines, and Websites"

*October:* Amy Wallen – "When We Were Ghouls: A Memoir of Ghost Stories"

#### CONTEST WINNER

One of our members, Susan Helene Nack, was accepted into the CWC anthology *SURVIVAL Tales of Pandemic*, offered through High Desert branch, and won second place! Congrats to Helen for her winning story, "The Rose." Congratulations to all winners:

1<sup>st</sup> Place: Violet Carr Moore, Tri-Valley, for "Fatal."

2<sup>nd</sup> Place: Susan Helene (Nack), CWC-Long Beach, for "The Rose."

3<sup>rd</sup> Place: Michael Raff, High Desert Branch, for "Zander's Box."



#### NEW YOUTUBE CHANNEL

"Chatting with Authors" is a new YouTube channel hosted by Long Beach Cal Writer members and mystery writing couple Janet Lynn and Will Zeilinger. Their 30-minute YouTube videos focus on writers and people in the publishing world. Our president, Frank Kearns, and Kathryn Atkins (the branch's Programs co-chair and PR chair) have been guests on the program so far. There are many more videos planned for the

months ahead with topics relating to all things "writerly" and authors of many genres.



**Will Zeilinger and Janet Lynn**



#### NEW SECRETARY! RUSS THOMPSON, Ed.D.

Russ Thompson is a retired educator who served as a reading teacher and high school principal in Los Angeles. He has written and published two books for teens, *Taken Away*, and *No Place to Hide*, and two books for educators, *Steady and Strong* and *Fall Down, Stand Up*. All of his books are available on AMAZON, and we are thrilled to have Russ on our leadership team.

~~ Kathryn Atkins, PR Chair







## Branch News continues

### Tri-Valley Writers

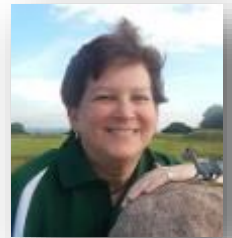


Tri-Valley Writers (TVW) is set to release its fifth biennial anthology, *Voices of the Valley: Through the Window*. It seems fitting to recognize the experience we are all going through as a result to the pandemic COVID-19 thrust into our lives this year. *Through the Window* gives us a picture of the way many of us have been required to visit our loved ones in the year 2020. There are a host of stories, memoirs, and poems in this volume. Some of them center around the pandemic. Many are stories that provide us with a place to go where we can escape the many stresses of this time. There is plenty to entertain and much to enlighten. The anthology evokes the spirit of our writers and the creative ways we have found to keep our connections strong. The branch's January 2021 Winterfest meeting will be a celebration of this anthology. Attendees participate and have a chance to win prizes in a Trivia Game about the writings in the anthology.

While the pandemic has put a halt to all in-person meetings, TVW is now hosting our speaker meetings on Zoom. We have also moved our various critique groups and our Sit Down and Write sessions online. Soon we will begin drop-in "Social Space" online sessions where members can meet with the president and other members to ask questions about TVW or writing in general or just hang out and chat face-to-face online with friends.

~~ Deborah "Jordan" Bernal, president

~~~~~



### San Francisco Peninsula

#### NaNoWriMo Activities

CWC member and six-time NaNoWriMo participant Megan McDonald held a couple of workshops in October to prep members interested in participating in National Novel Writing Month. During November, in partnership with the Menlo Park Library, she'll facilitate weekly online NaNoWriMo Write-On events (Mondays started Nov. 2) where participants came for support and camaraderie.

#### Story Cafe Launched

We're thrilled to announce the launch of the San Mateo County Library's virtual Story Café (part of their Between the Lines offering). If you're a fan of National Public Radio's Selected Shorts, you'll love this locally-inspired version where talented Bay Area storytellers share their best work. And guess where the library looked for local authors? The *Fault Zone* anthology series from the SF Peninsula branch of the CWC! Check out current stories to see for yourself, and check back weekly for new ones.

#### Author Skills Workshop Series

In October, we held our second Author Skills Workshop. Writer and editor, Liz Suggs, revealed what it takes to create convincing monsters—in keeping with the season. We are planning one more workshop before year's end.

#### Fault Zone Anthology Underway

The next edition of our branch anthology, *Fault Zone: Reverse*, is accepting submissions from branch members through December 31.

~~ Audrey Kalman,  
president





## *Branch News continues*

### **Inland Empire**

Our Zoom meetings have been moving along every month since April of this year. We took the month of March off to figure out what we would do for our future meetings once our local library was no longer available to us. Using the Zoom program was the answer and it's been a learning curve for many of us.

In spite of the pandemic, I'm happy to report many of our writers have gotten some kudos for their writings. First, Ben Alirez's submission was accepted into the High Desert's statewide book anthology entitled, *Survival: Tales of Pandemic*. Everyone in the Inland Empire is anxious to read it as Ben is our Treasurer. Next, Richard Alvarado's and Sue Andrews' submissions in our last month's issue of our IECWC online magazine, entitled *Fresh Ink*, had both of their writings admitted to the socialwritersshowcase.org online magazine. Sue wrote a story about her husband's elusive pet snake called, "Where's Waldo?" and Richard wrote an article on "How Joining the IECWC Has Advanced My Writing Success." I hope everyone enjoys reading these.

We are proud to announce that we have 44 members currently in our club. Despite the pandemic, 41 members agreed to renew and we have three new members. We are so enthused that our total number stayed closed to where they once were in spite of virtual learning, although saddened the majority of our losses were due to moves or illnesses.

I attribute our renewals and gains in membership to the benefits of not only our club, but those statewide branches as well, who have opened their doors to us. Thank you branches! We have been advertising these benefits in

*continued next page*

MENDOCINO



CALIFORNIA  
WRITERS CLUB

**DUAL MEMBERSHIP!**

For \$25 you're welcome to  
submit to our peer reviewed  
annual anthology, the  
Ekphrasis collaboration  
with the Artist's Coop of  
Mendocino, **and more.**

Monthly online meetings include presentations  
and workshops. Bio on website too!

**Email [WritersMendocinoCoast.org](mailto:WritersMendocinoCoast.org)**



## Branch News continues

monthly editions of *Fresh Ink*. Some members have shared they have already joined other club's meetings who sent us their information. It has given our members options as to whether or not they would like to hear (for free or a small fee) another club's guest speaker/s or pay for a conference without leaving the comfort of their own home. It's been easier and cheaper without the added expense of money for travel or a hotel.

Our guest speakers this year have been interesting and varied. They included the following; Cati-Porter ("Turning Life into Art"), John and Fauzia Burke ("Creating an Author Website the Easy Way"), Maggie Downs "Writing a Memorable Memoir"), Ken Decroo ("Backward Design: Write with the End in Mind"), LeeAnne Krusemark ("Making Money from Writing") and Katie Ford "Writing Poetry/Personal Poetry").

It's not only members who don't have to leave the comforts of home because of the above reason, but our speakers, too. If anyone is interested in any of the above topics and/or speakers, they can contact me at [sueandrews10@gmail.com](mailto:sueandrews10@gmail.com) and I will be happy to talk further with you about the specifics of their presentations and could give you their contact information.

~~ Sue Andrews



~~~~~


## Writers of Kern

Despite the challenges of the ongoing pandemic, our group continues to adapt and grow. We continue to look for ways to engage our community, including providing free meetings so that all writers can learn from our expert guests. As a result, our meeting sign ups often reach maximum capacity with an average of 60+ attendees the day of the event. However, those unable to attend live can view the replay on our YouTube channel. Not only have our virtual meetings allowed us to connect with writers all over the world, they've also allowed us to bring in speakers from further locations.

On September 19, mystery author Leslie Budewitz spoke to us from Montana. Her presentation, "Building Character," emphasized the importance of creating characters readers connect with emotionally and visually. She gave tips and resources on identifying significant traits, such as psychological makeup, social status, and physical qualities to add depth. Two techniques in particular, the rant and understanding character secrets, were especially insightful.

Alia Volz's presentation, "Memoir: the Art of Questioning Everything," took place on October 17. She showed how to bring your personal writing to life by asking questions in a whodunit style to propel the story. She applied this method to her essay "Snakebit," breaking it down paragraph by paragraph, and she also explained how to apply this technique to book-length works as well. After the meeting, many of our members indicated they would use this method on their poetry.

The speaker for our November 21 meeting will be Jack Peters, an explosives specialist and speaker. His presentation, "The Goldfish that Barked: Seven Actions to Distinguish Yourself



LitNuts  
Crazy About Books

Bringing the Best of the Indies to Booklovers

Use discount code **CalWriter**  
to promote your book for **FREE** in 2020  
and for **25% off** in 2021.

[LitNuts.com](http://LitNuts.com)

*continued next page*





## Branch News continues



for Success,” will empower writers to make a living with their writing. He will also share effective actions to help writers succeed in their business. This is a meeting you won’t want to miss.

And last but not least, we’d like to share the latest perk for our members. “Open Mic Mondays” is the newest development from Writers of Kern. Here’s how it works: members pre-register for the event, and on the first Monday evening of each month members in attendance sign up to perform a five-minute reading. This is optional, and those who don’t want to read can spectate. Our first virtual session on October 5 was a rousing success. Our members are looking forward to the next session scheduled for December 7.

This is a strange and uncertain time, but we remain focused on providing excellent resources and support for our community of writers. No matter how this year ends, we choose to stay connected however we can and do life together.

— Susan Baker

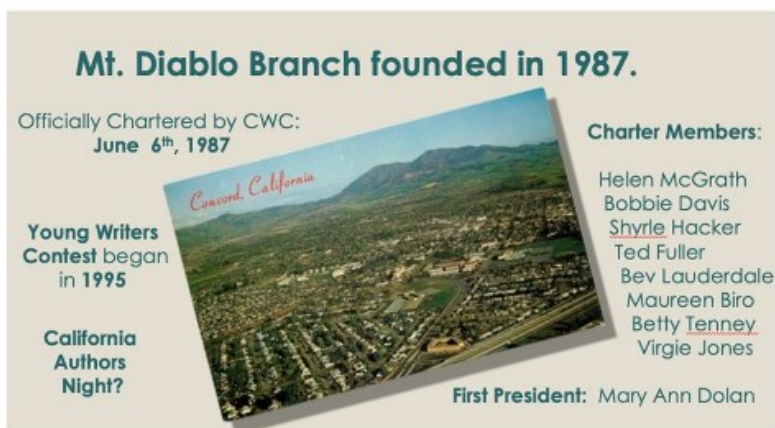


## Mt Diablo

~~~~~

### Resources for Writers

On September 26, the Mt. Diablo branch held its first “Resources for Writers” presentation. The board recognized that even though packets of information are distributed when new members join, they still had no simple way to understand all the resources that the club had to offer. A sub-committee was formed to figure out how best to prepare a way to orient members, both new and long-term, to the resources available to them through our branch and the Club.



After our initial meeting, we agreed that both for now, during the pandemic—while virtual and later—it would make sense to have a presentation. We did want this to be an interactive gathering rather than a formal meeting, so we named it “Resources for Writers, A virtual kaffeeklatsch and member orientation, featuring delectable bites of information for new members and old-timers. BYOB (Bring Your Own Beverage)”

The Zoom get together covered topics such as the history of the CWC and the Mt. Diablo branch, a web-surfing tour of the branch website, the state website, our newsletter — *The Write News*, the Back Fence Yahoo discussion group, competitions for young writers that the branch or-

ganizes or supports, as well as opportunities to become more involved in the club through volunteerism. The presentation was well-attended by over two dozen participants, and well-received. In fact, the main theme of the comments expressed need to repeat the presentation for others. So they could pay close attention without the need to take notes, the participants were e-mailed the presentations by use of URL links.

One of the largest takeaways from the Zoom session was the enthusiasm with which everyone engaged in the opening introductions and sharing with each other about their current writing projects. It demonstrated how much our members miss the opportunity to mingle and exchange ideas, as with our “normal” in-person meetings.

*continued next page*



## *Branch News continues*

For now, we need to continue gathering via Zoom, utilizing the break-out rooms for socialization, and planning more “Resources for Writers” presentations to help members stay engaged, connected, and aware of the many benefits the branch offers.

By Barry D Hampshire, CWC Mt Diablo Branch - Membership Chair

Other members of the sub-committee: Linda Hartmann, Marlene Dotterer, Elisabeth Tuck, Lyn Roberts, and David George.

~~~ *Linda Hartmann*

~~~~~

## Mendocino Coast

MCWC 2020 was held virtually on July 30 - August 1, 2020.

We are currently anticipating that MCWC 2021, scheduled for August 5-7, 2021, will be virtual as well. ‘Til then, we hope you will join us for our Winter Publishing Series. This fundraiser features three online seminars focused on publishing topics: Save The...Novel? with Francesca Lia Block (December 5th, 12 PM PST), Submitting Strategies with Xochitl-Julisa Bermejo (January 9th, 12 PM PST), and Publishing with Small Presses with Diana Arterian (February 6th, 12 PM PST).

The Mendocino Coast Writers’ Conference is a vibrant gathering that offers morning workshops in a wide range of genres, relevant to differing experience levels—from a dedicated emerging writers’ workshop to a juried-in master class. Afternoons are packed with craft seminars, panels, one-on-one consultations, and open mics; and every evening offers an opportunity to enjoy the camaraderie and connection that make this conference, in the words of a 2016 participant, “life changing.” An add-on or stand-alone publishing bootcamp is offered the day after the conference for all those interested in learning more about how to publish their manuscripts. For an example of conference offerings, take a look at MCWC 2020’s Schedule-at-a-Glance.

~~~~~

## South Bay

ZOOM! ZOOM! ZOOM! South Bay Writers’ meetings have been online since July and getting a good turnouts. In addition to members, half of the participants are nonmembers—who we encourage to join SBW.

Despite the virus, we decided to still hold our Annual Halloween Costume Contest. Nearly 20 people participated. Winners in five categories (Scariest, Prettiest, Funniest, Literary, and Original), won Barnes & Noble gift certificates. We haven’t determined what we’re doing in December yet. Normally we have a Holiday Pot Luck and gift exchange. During the celebration, people share a Christmas/Holiday memory. Stories are always compelling—some heartfelt, funny, nostalgic, each stirring memories of our own lives. We may gather to do that online. But the decision has not been finalized.



Onto 2021: The first four months are already booked. In January, we’ll welcome the New Year with some laughs. Stanford Professor Edward Porter will deliver a presentation on Humor—information from a class he is currently teaching. In February, LeeAnne Krusemark, New York agent and founder of Krusemark, Grinnell & Associates, will advise us. In March, website guru Bill Belew will discuss “Finding and Engaging Readers.” In April, Best Selling mystery writer Cara Black will speak on “Writing a Series.”

**Krusemark**



## *Branch News continues*

SBW is delighted to announce a new WritersTalk editor. Renee Anderson, who has impressive credentials, will step into the position. We're grateful to Marjorie Johnson for filling in when our previous talented editor, Jessica McDole, moved out of the area.

Several months after finding a wonderful new meeting venue, China Stix Restaurant in Santa Clara, the country was hit with COVID. We're praying soon there will be a vaccine, and that we can return to our Monday evening dinner meetings. Until then, everyone, stay safe!

~~ Edie Matthews, President



~~~~~

## Orange

There is not much new to report. The pandemic, with its frequently changing rules, has determined our day-to-day activity. We have continued our monthly meetings via Zoom and have managed to have speakers at each meeting. There is always a question and answer period at the end, and even a drawing for a book or two. Attendance has continued to be in the mid-thirties. We believe Zoom has brought us more guests than an in-person meeting due to the convenience. Unfortunately, this did not increase our membership, as numbers declined somewhat after renewals closed.

Thanks go to Vice-President Brian Gaps who has conducted our monthly meetings in the absence of our president, Jonathan Yanez. Personal issues have kept him on the sidelines. We wish him well and look forward to his return soon.

Our branch will not participate in judging the annual scholastic contest this year. Our treasury is healthy and due to limited manpower for this project, we will hold off until next year.

I attended a Central Board meeting on October 18 via Zoom. Brian Gaps attended as a guest. Discussion centered on the future of MRMS. State Vice-President Roger Lubeck will oversee a committee which will decide if MRMS can be improved or if a new system should replace it. He asked for volunteers who had experience in this type of system. Brian Gaps volunteered.

Also under discussion, the *Literary Review*. The current issue has been mailed, but as of the meeting few had received it. Volunteers in various capacities are needed for the next issue. I have served as one of the judges and will continue to do so. Fred Dodsworth (Berkeley branch) oversaw the final layout of the magazine, something he has done professionally for years. Each year we have seen the *Literary Review* improve, and this year should not be an exception.

As the year winds down, we know we'll not be able to have our usual holiday social in December, where we snack, mix, mingle, and network. An open mic, via Zoom, will probably replace it. In closing, our branch extends its best wishes to our fellow members throughout the state for a healthy holiday season and a new year in which we are able to gather together once again.

~~ Jeanette A. Fratto







## Branch News continues

### Sacramento

The Sacramento branch held an open reading recently: personal accounts during this time of COVID. We found out that due to heightened emotions from health concerns and polarizing politics, different members experienced different reactions to readings. Some member readings were perceived as political. The activity reminded us of the tightrope we walk balancing individual free speech while maintaining our non-political status. A member subsequently developed suggestions to add to online announcements of open reading and to announce ahead of open readings – declaring the non-political status of the club, the importance of sensitivity to others who may hold different beliefs, and a warning of sorts to attendees that individual readings could potentially offend some, but did not represent the club.

#### ***Use Lit Review Rejection as a Reason to Fire Up Your Work***

Kimberly A. Edwards, Sacramento branch president

If you submitted a piece to the *Lit Review* and learned that your beloved work wasn't accepted, take word from someone who's been there many times: it's okay. Your writing will be better for it. I've submitted many stories over the years and have learned that a rejected story simply means that it's not yet ready. Sooner or later you'll figure out why, as I did.

The first story I submitted to the *Lit Review* recounted my 48 hours on a rattling Indian train traveling from northern to southern India. Now, many years later, I realize why it didn't get accepted. Yes, the piece contained first-hand sensory details and potentially memorable characters. But the shape and the story weren't yet present. I hadn't learned how to make a meaningful story out of an experience.

Today, I still have the piece, much improved and melded into a story—but still revised and “re-seen” each time I take a look at it. Passing time has shown me how to hammer out the themes (an act of true discovery!). Time and study has taught me how to embed themes into character actions, interactions, props laid out on my train dining table, and my own conflicting thoughts as I lay in one of those vibrating “uppers” you may have heard about. After all these years, I still feel there's more to learn and apply to this story.

Several times I've submitted more than two pieces to the *Lit Review*. Non-acceptance told me that my pieces lacked a universal wow factor. It was my job to figure out why. And how did I find out? By setting the stories

aside, reading them anew weeks or months later, and taking them to a critique group. There is no substitution for time and personal growth. Work needs to percolate, baste, and lay out in the sun.

Reviewing structure, distinguishing elements of characters, purposeful dialogue, setting up reader expectations, then twisting the expectations—these are elements I can judge and sharpen if I've put time between me and the piece. I can read it like an outsider.

We writers have to grow thick skins. We have to decide that our determination will be stronger than any editor's. A good story is enduring. That means that it won't go out of date. Just give it some time alone, quiet and safe in a dark



In this flash memoir of impressionistic scenes of a happy life, Kathryn Atkins questions the source of her "Piano Hands," her uncanny ability to play any music by ear, a gift from the biological parent she will never know.

**Kathryn Atkins** Author  
**My Piano Hands: A Flash Memoir Collection**

m: [562-400-1100](tel:562-400-1100)

w: [mypianohands.com](http://mypianohands.com)

e: [kathryn@mypianohands.com](mailto:kathryn@mypianohands.com)

[Click here to purchase from Amazon](#)

[https://www.youtube.com/watch?7g45\\_CpzSqM&feature=youtu.be](https://www.youtube.com/watch?7g45_CpzSqM&feature=youtu.be)



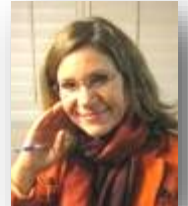


## *Branch News continues*

corner, while you're thinking, reading, and learning. Then get back to it armed with a dispensary of vitamins.

Don't be afraid to take it to a critique group, preferably one that discusses structure and story elements, not just editing. As a writer, there can't be anything we fear. Just stay cool, and do it. You'll be ready to send it to any number of markets.

~~ *Kimberly Edwards*



~~~~~

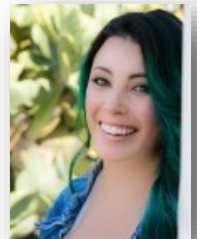
## **Napa Valley**

Napa Valley Writers has closed its contest with the Rail Arts District Napa (RAD), 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 in conjunction with the Napa Valley Wine Train tracks that run through a semi-industrial area of downtown Napa.

Up to five winners were announced on November 15, 2020. Their words will be painted on a building within the RAD path along with a mural. Each winner will receive an honorarium of a minimum of \$500.00. Submissions were accepted from Napa, Sonoma, Solano, and Marin counties.

At our last board meeting, we decided to gift one free year of membership to any current or past member of Napa Valley Writers affected by the Glass Fire. The announcement will be made in our November newsletter.

~~ *Sarita Lopez, President & Publicity*



~~~~~

## **How Long Should an Ebook Be?**

excerpts from Magnolia Media Network; author Max Lakin; and internet sources

So, what length is the right for a typical book?

The **average nonfiction book**, if such a thing exists, runs about 50,000 to 75,000 words, but this can vary depending upon category. Biographies, for example, can run 200,000 words.

How-tos or self-help usually have 40-50,000 words. The average adult novel runs approximately 100,000 words while those in other categories run 80-120,000 words.

*continued next page*

continued from page 22

Every category will have an average length, including children's books, young adult, business books, etc. You can use comparable, successful books as models to determine the length your book "should" be.

An ebook could be 3,000 words or as long as a full-length book. In fact, the majority of printed books are turned into eBooks. Check out books in your category; find your competing or complementary books. Then consider writing a manuscript of similar length.

Generally, each manuscript should be "long enough to adequately tell its story or provide the information required." Let's say each manuscript should only be as long as it needed. Tell your story or share your knowledge in as many words as necessary—no more, no less. As an indie publisher, you have the ability to make this decision.

~~ editor

## YOU ASKED FOR IT

### A Better Digital Magazine Experience

When it arrives in your mailbox  
just click on the link in your email and enjoy  
the latest news from California's growing  
community of writers.

NEED MORE INFO? CALL Rusty (760)646-2661

## C W C : 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.

## 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: 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.

We don't accept short stories or poetry in this venue.

Thanx in advance ~~ The Editor

*As we near the annual  
holidays of our faiths,  
let your family & neighbors  
be in your heart.  
Let your fears move  
aside  
for a few moments.  
Let your  
heart be lighter than a  
cloud,  
and even if not sensed,  
let the spirit  
of humanity be your  
guiding light.*



## CWC'S The Bulletin

Printed  
three times  
a year

March, August  
& November

Your ads help pay for  
our digital presence  
on the Internet

Checks or money  
orders 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 dis-  
cretion 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.

You can call us to make  
a discount ad package.

## OUR DIGITAL NEWS MAGAZINE

REACHING NEARLY 2,000 STATEWIDE!!

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

Each issue reaches more than 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 writ-  
ing 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 **RIsbill@AOL.com.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 to help us understand your  
order details.

### Submit your advertising copy by Feb. 26

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 ad-  
vertisers 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 as a jpg file.**
- ♦ **Send it to [RIsbill@AOL.com](mailto:RIsbill@AOL.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](http://calwriters.org) or enclose your check made  
payable to "CWC Central Treasury".**
- ♦ **We MUST have the hard copy mailed with detailed payment type &  
the amount. Either way you choose to pay, send us your email ad-  
dress and phone contact, and the confirmed size of your ad.**
- ♦ **(Size isn't always indicated on your scanned copy, but it matters!)**

Questions? Call Bob Isbill at [\(760\)221-6367](tel:7602216367).

# 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 with two photos. ~ **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](http://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.

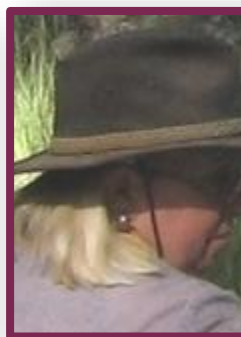
## A Word From the Editor

### The Trivia Corner

When did you first start to read aloud to others? Did you share reading time with your siblings?

Send an email to me prior to Feb. 15th, 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.

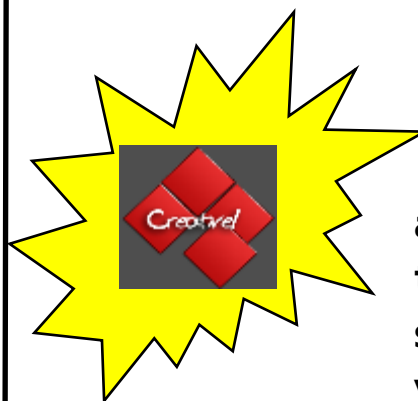
~~ the editor



**Rusty  
LaGrange**

Our next issue will arrive in March — a full year since the COVID-19 novel coronavirus was officially announced. What I have learned is that the resiliency of our writers is just as strong as the wildland fires that destroyed so much in Northern California, as well as the continuing destruction of both Northern and Southern homes this year.

It brings to mind that every word you write should be protected. Save your work on a flash drive, external drive, in the Cloud, and multiple places available to you.



**This simple icon points to a creative 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**

We've made it easier for you to receive

**Our digital news, THE BULLETIN.**

**It's delivered right to your email box.**

**We now use *ConstantContact* service.**

If you move or change email address, let your  
branch Membership Chair know.

### CALIFORNIA WRITERS CLUB

#### Mission Statement

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



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

### CWC's *THE BULLETIN*

#### STAFF:

**EDITOR / GRAPHICS:** RUSTY LAGRANGE

**ADVERTISING:** ROBERT ISBILL

**PROOFREADER:** JUDI ISBILL

**Questions & Comments:** [Rusty@RustyLaGrange.com](mailto: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.

#### OUR DISCLAIMER

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



# The Final Word

Rusty LaGrange, editor

## Why You Might Need a Literary Executor

It should be something to consider. The value of your work needs protection, now and into the future for your family to inherit. I came across several articles on the internet that pointed to trends in protection of your “intellectual property.” We don’t often think of our creative works...unless you’re famous enough to worry. You don’t need to be famous. Your creative efforts have value.

Some people take that special moment to mark their antiques and collectibles years in advance of their deaths to be sure their inherited items are shared evenly among the family. In fact, my great aunt sent me her favorite china cup and saucer many years in advance, just to avoid a division of property in which I would never be included.

Just as a will is important for your estate planning, the documentation identifying access and list of items in your computer helps to secure contents within. You should also copy and backup your literary files on a regular basis. Some suggest backing up your files in several places, including an external drive you own and the servers in the “cloud.” Our California wildfires should have prompted all of us to take extra steps in securing our work.

If you’ve authored books, poetry collections, manage an active website, or derive money from videos, eBooks, writing workshops, or textbook material—all of these are intellectual property. Don’t ignore them. If you have a will, does it make any mention of your intellectual property? Not all executors have expertise in literary matters. (Ask around or check the internet for possible listings.)

This is a wake-up call: you need to make plans for how to deal with these items once you’re gone. It helps to protect your family and beneficiaries from confusion and conflict—in the same way my great aunt found a sensible way to ease the burden of worry for me.

Here is some very general advice that may apply in most cases. I have no training in estate planning or literary executorship. Check the laws in your state/county:

- ♦ Provide *specific* instructions in your will for your literary collateral, whether you chose a special executor or not. The bigger and more complex your literary income, the more important it is to be very specific about your wishes.
- ♦ If your literary estate includes books published *by others*, your executor must notify publishers and licensees of your death and how royalties should be paid. Make sure your will includes a list of all your literary properties, either in the body of the document, or as an attachment. Even if your work is self-published you’ll need to develop a plan for how to continue sales and distribution.
- ♦ Splitting ownership of a literary estate usually creates more conflict than treating your body of work as a single “property” or estate. If you want more than one heir to benefit from your literary estate, then you should spell out your wishes in your will. Be sure to include in your will—or an attachment—a list of your websites, passwords, on-line accounts, domain registrations, and expiration dates. The job of tracking down this stuff later would be cruel and even impossible to achieve.
- ♦ If you have unpublished works that you want published after your death, give power to your literary executor or a relative and provide instructions. Who will edit or finish the work? How would you like it to be published? Who can handle overseeing this for you? What about copyright license? Giving your revenue to a charity? Many questions to consider.

In most of the world, copyright is for the life of the author, plus a renewal term of 50 years. In the U.S. that number is 70 years. If your literary estate is large enough, be sure to consult with a copyright lawyer for more information. Don’t ask your real estate lawyer or your friend or relative to do it. Instead, get a *specialist* who truly understands the needs of the industry.

The time you take now will help you worry less later.

