

THE BULLETIN

California Writers Club

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Summer / 2021



Jack London Awards

Honored Branch Members Receive Peer Recognition

The Bulletin is the official publication of California Writers Club, an educational nonprofit 501(c)3 corporation. Issue 17 e-edition circulation date August 2021.

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California Writers Club

PO Box 201

Danville, CA 94526

CWC News Ina Coolbrith Award – 2021

Guest Editorial by Nancy Guarnera, Fremont Area Writers

Rusty LaGrange

The Ina Coolbrith Award is prestigious; it is only awarded to those members considered worthy of recognition for their commitment to volunteer service at the state level to all of the CWC and its Central Board. According to the CWC website, the last time this award was presented was in 2018.

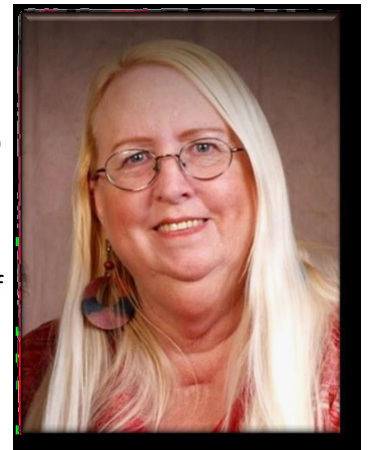
Every odd year, the CWC recognizes outstanding volunteer service by an individual from each branch. The merit of the award reflects service and positive contribution to our writing community, independent of writing achievement. The Jack London Award is considered one of the highest distinctions given to a member by the state organization and is chosen by the members of the recipient's individual branch.

This year, 2021, Barbara "Rusty" LaGrange is the recipient of both the Ina Coolbrith and the Jack London Awards for her years of dedicated service to the organization. She is a member of the High Desert Branch.

The Ina Coolbrith Award is given to the recipient once in the member's lifetime, in this case, honoring Rusty's dedication in producing a digital magazine, *The Bulletin*, which shares news of the CWC's 22 branches three times a year. Ina Coolbrith, the first librarian of California, helped young Jack London achieve his love of books and championed his writing abilities. Coolbrith was also California's first poet laureate. Her home in the Bay Area was a popular salon for writers and artists in the late 1800s and early 1900s.

At the branch level, Rusty has edited her branch's newsletter, *The Inkslinger*, for ten years, producing an exceptionally informative and visually exciting circular. She's active in the **Poemsmiths**, a group of poets in the HDCWC, and helped promote the return of the **Adult Poetry Division at the San Bernardino County Fair**. For two years, Rusty was a team member of the HDCWC writers who taught writing workshops for inmates of the Federal Correction Complex in Victorville, California. She is a self-published author and has written for newspapers and magazines.

Her other activities include the Lucerne Valley Museum board, her portable Kid's "Touch It" museum, and enjoying retirement with Jeffrey, her husband of 40 years. They have one adult daughter and four granddaughters.



President's Corner

Roger C. Lubeck

Meet Our New President Roger C. Lubeck, Ph.D.



By way of background, I grew up in Grosse Pointe, a suburb of Detroit, Michigan. I am one of four brothers. My father was the features editor of the *Detroit News*. Books, television, plays and movies were the family's bread and butter. Being a Detroit, I am a motor-head.

I have a PhD in experimental psychology. For fifteen years I was assistant professor at four universities. In 1992, I joined Corporate Behavior Analysts (CBA) in Chicago; a consulting firm specializing in leadership and management training. I was CBA's president from 1997 to 2015. During that time, I co-authored with Christopher Hanson two business books published in 2011 and 2014.

Moving from Illinois to California, I joined the Redwood Writers in 2013. Since joining I have written nine novels and published seven. Seven of my short stories and half a dozen poems have been published, plus a story in the *Literary Review*, a short play that was produced, and a story produced for a readers' theater.

In addition, I served as an editor on ten anthologies and editor-in-chief on *Untold Stories* in 2016 and I served for five years on the Redwood board as Member, Vice President, President, and Immediate Past President. This year, I will be honored as one of the recipients of the Jack London award for service to the club.

I consider these accomplishments as evidence of the impact that Redwood Writers and the California Writers' Club has had on my writing and life. For me, "Writers Helping Writers" is more than a motto.

At the board meeting in July, I outlined my goals and vision. My primary goal is to grow club membership. Growth, not only in number of new and renewing members, but growth in the depth of writers in the 22 branches.

My vision is for the Club to be not only one of the oldest writers' clubs in the US but to be recognized as one of the best writers' clubs. I want CWC members to be recognized for their achievements. To that end, I plan to develop a system to track,

continued next page



Bob Isbill
CWC Advertising &
Promotions,
High Desert



Sandy Lynn Moffett ~ Submissions Manager
Membership Chair ~ Writers of Kern
State Membership Chair ~ CWC



Rusty LaGrange
Editor-in Chief,
Graphic Artist

The Bulletin
Since December 2008
**California Writers
Club digital news
magazine**

recognize, and reward members for their development as writers and their literary achievements in terms of publications and awards. The recognition will be done in the branches and by the CWC.

I would like to see the CWC offer or sponsor several statewide speakers or workshops for all members on Zoom. Also, I am committed to developing a new system to help the club recruit, renew, track, and report on branch members; an MRMS 2.

My role is to promote and support a reenergizing, a revitalization, and a renewal of the club's branches and members.

I have set a personal objective to use Zoom to meet with all the CWC reps and the presidents and boards of all the branches. Where possible, I plan to attend at least one meeting in every branch, either in Zoom or physically. I want to listen to boards and members to develop new and innovative programs within the club.

Finally, I encourage all of our boards, branches, and members to take seriously the threat posed by COVID-19. Writing might be a solitary job, but writers love to socialize and talk about the craft and their achievements. The California Writers Club is the ideal forum for writers gathering together and helping one another. In doing so, we must follow state and county requirements and be guided by the science. We want all of our members to have a safe environment where they can celebrate being writers.



Congratulations To our Jack London Awardees

First of all, congratulations to the Honorees, and thank you for your contributions as a volunteer to your branch!

We know many of you are curious as to our plans for this year's Jack London Awards ceremony, especially as we emerge from the lengthy pandemic shutdown. At this point, our intentions are to hold an in-person luncheon and awards ceremony on Sunday, October 17, at the Holiday Inn at the Oakland airport. You long-timers with CWC may recall that past celebrations have taken place in July. We're moving it to October this year to give us all plenty of time to make sure an in-person gathering will be feasible and safe, and to coincide with California Writers Week.

What do you need to do now?

If you're an Honoree: Save the date! Sunday, October 17, 2021, 12:00 to approximately 1:30 p.m. at the Holiday Inn at the Oakland airport. Watch your email and snail mail as the time grows closer for exact details. The lunch is complimentary for the honoree and you are welcome to purchase additional lunches for family and friends.

If you're a Central Board Rep: Save the date! Sunday, October 17, 2021, 12:00 to approximately 1:30 p.m. at the Holiday Inn at the Oakland airport. A short CB meeting will immediately follow the luncheon. Because this event includes a CB meeting, CWC will reimburse your travel expenses per the usual policy in the PnP.

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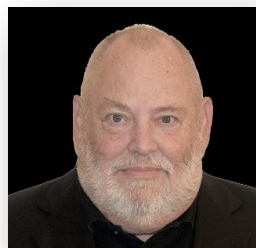
If you're a Branch President: Please double-check with your Honoree and CB Rep to make sure they received this message. Of course, if you're able to accompany your Honoree to the luncheon, this would be a meaningful gesture of support and appreciation. Details as to ordering extra lunches will be forthcoming as the time grows closer.

Finally, if you are no longer a CB Rep or a Branch President and received this message in error, please communicate with your branch MRMS System Administrator (usually the treasurer or membership chair). Ask that person to update your branch's information on the Peer Lists.

We look forward to seeing many of you in Oakland on October 17. In the meantime, if you have any questions or concerns, please contact either or both of us.

Donna McCrohan Rosenthal
CWC President
president@calwriters.org

Joyce Krieg
Jack London Awards Chair
pacificgrovejoyce@gmail.com



Roger Lubeck
~ President



Constance Hanstedt
~ Treasurer

Summer Election of Board Replaces New President and Treasurer Positions

At its annual board meeting (July 25, 2021), the California Writers' Club (CWC) board of representatives elected President, Roger Clarke Lubeck, PhD, Vice President, Donna McCrohan Rosenthal, Treasurer, Constance Hanstedt, and Secretary- Elisabeth Tuck. Board appointments will be announced later. The new Executive Committee will begin service on August 1, 2021.



Donna McCrohan Rosenthal
~ VP



Elisabeth Tuck
~ Secretary

Meet Our New Treasurer

Connie Hanstedt is a retired co-owner of a general contracting company where she worked as its CFO for thirty years. She has served on the Executive Board of Tri-Valley Writers for two years as Vice President and three years as Treasurer. She is currently beginning her fourth term as Treasurer.

Connie has authored the memoir *Don't Leave Yet, How My Mother's Alzheimer's Opened My Heart* (She Writes Press, 2015), that was named a finalist in the Pacific Northwest Writers Conference in 2011, and a finalist in the National Indie Excellence Awards in 2015. While Connie continues to write memoir and essays, her first love is poetry. She formed Tri-Valley Writers Poetry Critique Group in 2018, which meets twice a month on Zoom. She credits the exceptional poets within the group as sources of inspiration and perseverance. Her poems have appeared in numerous literary journals and anthologies, plus CWC *Literary Review*. A poetry chapbook, *Treading Water*, will be published by Finishing Line Press in February



2021 TRI-VALLEY WRITERS CONFERENCE

SATURDAY, OCTOBER 16, 2021

Register now for this in-person event!

The Tri-Valley Writers 2021 Conference on Saturday, October 16, 2021, at the Four Points by Sheraton in Pleasanton, is a full day event on the art and business of writing.

It will feature two concurrent sessions: "Craft and Marketing" or "Publishing," along with *New York Times* bestselling author Rhys Bowen as the keynote speaker.

Rhys is the *New York Times* bestselling author of two historical mystery series as well as the #1 Kindle best-seller *In Farleigh Field* and the international bestsellers *Above the Bay of Angels* and *The Tuscan Child*. She has authored more than forty novels, winning twenty honors to date, including multiple Agatha, Anthony, and Macavity awards. Her books have been translated into twenty-two languages, and she has fans around the world, including 17,000 Facebook followers. Rhys was born in Bath, England, and educated at London University, but now divides her time between California and Arizona.

DATE & TIME:

Date: **Saturday, October 16, 2021**

Time: **8:00 a.m. to 6:00 p.m.**

PRESENTERS:

This conference is a great way to network with authors, marketers, and publishing innovators who share a passion for writing.

REGISTRATION: Seating is limited, so register now. TVW will provide hand sanitizer and masks for those who want them.

Early Bird Registration: Ends **September 24, 2021**

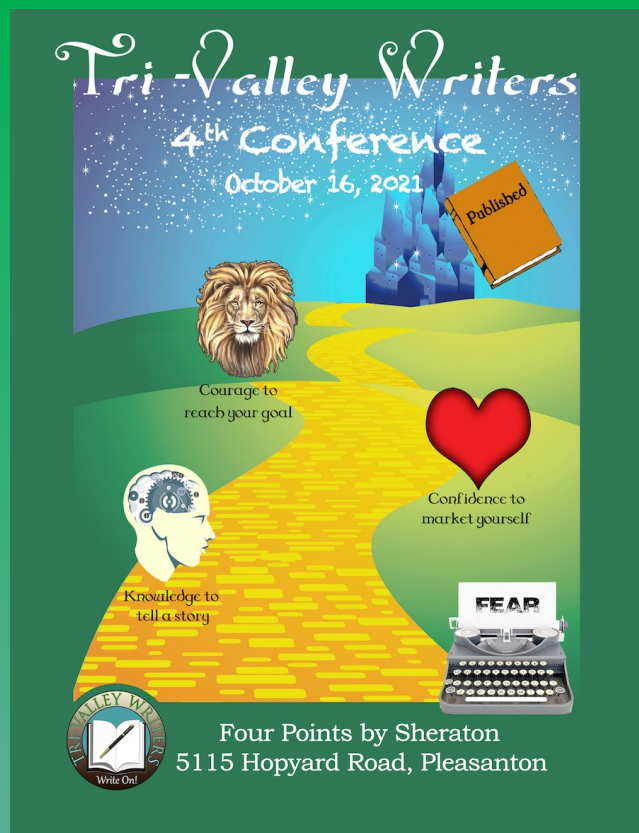
Early Bird Prices: **\$120 for CWC members, \$150 for non-members, \$80 for students (ages 14-22 with student ID)**

Regular Registration: **September 25, 2021 to October 12, 2021**

Regular Registration Prices: **\$150 for CWC members, \$180 for non-members, \$80 for students**



Keynote speaker



IMPORTANT DATES

- ☐ **July 19, 2021: Registration Opens**
- ☐ **September 24, 2021: Early-Bird Registration Ends**
- ☐ **October 12, 2021: Registration closes and payment must be received**
- ☐ **October 16, 2021:**



Registration fees can be paid online or by check in the mail.



Branch News

Fremont Area

Greetings from Fremont Area Writers!

It's been a year and five months since we stopped living life as we knew it, and began "sheltering in place" (SIP) because of...well, you know.

Most of us have become experts at muting and unmuting ourselves at Zoom meetings. We've figured out how to order groceries online. We've discovered bingeing on streaming services is maybe even better than going to the movies—it's cheaper, and you can pause for a bio break, take a call, or respond to a text and not miss a moment of your show. Some of us got into shape or learned a new language. Others of us got out of shape and lived in our jammies. But regardless of how we've spent our SIP time, pretty much all of us are *ready* to get out of the house and into some form of "new normal" fun. As the COVID sands shift once again, that may not happen as soon as we would like.

In spite of the pandemic, FAW is still being productive, having fun, and getting together for our meetings on Zoom. While our Open Mic at Starbucks and our Half Price Books published author readings have not happened since the shutdown began, we have continued with our monthly Board and General meetings on Zoom, as well as our monthly Writers Salon. Our new Social Write-In meeting on Zoom has become popular with members and has even attracted new members. Our regular meeting place, which was free and spacious, with lots of parking, is now for sale, so unless we are able to find a comparable meeting location soon, we may continue on Zoom for some time to come.

In June, we elected a new Board. Our new president-elect, Sue Curtzwiler, has had to step down for personal reasons. Former FAW President Terry Tosh has stepped up to serve as president for the current year, or until someone else decides to volunteer for the position. Knuti VanHoven, Rekha Ramani, and Cheryl Chin have been re-elected to their positions, vice president, secretary and treasurer, respectively.

Our newsletter editor, Nancy Guarnera received the 2021 Jack London Award for exemplary service to FAW. In addition to editing *Ink Spots*, her contributions include: initiating and managing the TMAS project, the Half Price Books author readings, the Starbucks Open Mic, and SIP Notes; creating flyers for distribution to members and the greater community, as well as ads and press releases for publication in our local free newspaper. She once served as Hospitality Chairperson.

In April, we finished our Tell Me a Story (TMAS) collaborative writing project. It was a challenging project, with 23 of our members contributing to the story. With the proposed title of ***The Silverwing Chronicles Mission One: Astra Gets Her Wings***, the story printed up at 94, 8.5x11 pages, double spaced in book form, with a 23,702 word count. We're exploring the possibility of doing a limited printing for those members who'd like to have a copy for their collection.

We've gone from producing SIP Notes on a weekly basis, to a bi-weekly basis, to whenever someone submits one. We have accumulated a substantial number of these and are considering producing a book of them to commemorate our experiences during the pandemic.

We hope you stay safe and healthy, and one day soon, we'll all be living life free from COVID, Delta, masks and social distancing. Let the hugging commence!

~~ Nancy Guarnera



Nancy Guarnera, 2021 FAW Jack London Award winner





Branch News continues

Napa Valley

Napa Valley Writers is working hard to produce our third club anthology, *Third Harvest*. We expect its release in December 2021.

Additionally, our club welcomed two new board members. Michael Wycombe will take over as Secretary and John Petraglia accepted the Member-at-Large position.

~~ Sarita Lopez, President & Publicity



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### Redwood Writers

The Redwood branch is pleased to begin safe in-person general meetings and events beginning with their meeting on August 21<sup>st</sup> with Brian Fies. An honored cartoonist, Fies is author of *A Fire Story*, a graphic novel that details the 2017 Tubbs fire that destroyed 5,643 homes in Northern California, including his own. This graphic novel began as an online comic that went viral and was seen by more than 3 million people. Fies received the Inkpot Award for *A Fire Story*, and KQED's video version of the graphic novel received an Emmy. We are more than delighted to resume our in-person meetings with Brian Fies, and are enthusiastic about also continuing to record our meetings so that those who can't make it or live out of area can still benefit from our speakers. If you would like to attend this meeting, be sure to register at [redwoodwriters.org](http://redwoodwriters.org)

Adding to our excitement is the fact that August will be our first meeting in our new meeting home. Redwood has moved their meetings to the Finley Center in Santa Rosa, a large community building that will be perfect for not only our general meetings, but also for our writing conference we are planning on May 7, 2022.

We are also thrilled about our ongoing prose contest, "I've Made a Terrible Mistake." We have opened this contest to CWC members and non-members, and have received enthusiastic interest through many submissions. We hope to see your submission in there, too! The premise of the contest is to write about plans that went awry, whether it be a failed romance, a job gone wrong, or some other mishap with an interesting tale. The rules? You must include a form of, "I've made a terrible mistake" within the story. This contest will be judged by Sandy Baker, former Redwood president, and Kymberlie Ingalls, creator of websites "Writer of the Storm" and "Neurotic = A Societal Madness," and well-loved by many of the NorCal branches. Deadline to submit is Sunday, August 29. Submission information is at [redwoodwriters.org](http://redwoodwriters.org).

Our club's current offerings for members have also moved to almost completely in-person. We are currently transitioning back to in-person events at our bi-monthly Circle and Salon events, offering our members a chance to read their work aloud. Starting in August, we are also moving our Author Support Group to in-person, held just before the general meeting, and allowing authors the chance to chat about publishing, writing, marketing, and more with other authors. We also just wrapped up submissions for our upcoming prose anthology, *Remember When*, and can't wait to share news of its publication in the next *Bulletin*. Our most recent publication was our poetry anthology, *Beyond Distance*, and is full of wonderful writing by our talented poets.

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## *Branch News continues*

We are proud to announce our past-president, Roger Lubeck, PhD, has been elected as our branch's recipient for the Jack London award for his service to our club. Roger was also chosen as this year's president of the CWC. We can't wait to see how the CWC will continue to thrive with Roger at the helm.

We have several inspiring general meetings planned for the coming months. In October, we will have a panel of writers share about NaNoWriMo, or National Novel Writing Month, and how you too can write a novel in thirty days. In November, a panel of authors will discuss children's books, moderated by our very own Natasha Yim who has partnered with Disney for her children's books. We have a slot open for our September speaker due to a recent cancellation, but keep checking our website for an update.

### **In Memoriam**



**DeBeers**

We are saddened to share that Roger DeBeers, Sr. passed away in early June. Roger was a constant at almost every meeting and Redwood Writers event. He had a really wonderful sense of humor that often came out in his writing. Just before he passed, he published his novel, *The Boy With the Broken Smile*, which is based on a true story.

Longtime Redwood Writers member George Rathmell passed away on April 11th. (after print ing in March) George wrote both fiction and nonfiction with Northern California as the frequent focus of his writing. Past president Karen Batchelor was so impressed with his book *Realms of Gold: The Colorful Writers of San Francisco 1850-1950* that it was given to many of our monthly speakers as a thank you gift. That book also led to him writing articles about San Francisco history for the *Nob Hill Gazette*. Over the years, they published 64 articles by him.

George was also a longtime resident of The Sea Ranch and was a tireless volunteer for the coastal community. His kind and generous spirit will be missed.

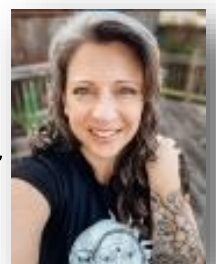
If you're interested in purchasing any of George Rathmell's books locally and find yourself up the coast, there's a nice collection of them at Four Eyed Frogs Books in Gualala.

*Linda McCabe*



**Rathmell**

~~ *Crissi Langwell, Editor*







## Branch News continues

### Mendocino Coast

Our branch continues to grow on the NorCal coast as we carry on with Zoom meetings and events to the end of 2021. The extra benefit is adding those recordings to our YouTube channel each month.

Coming up in August will be Emily Lloyd-Jones speaking on "The Top Ten Myths About Publishing." Emily is part of our writing community, has a BA in English and a MA in publishing. Her five young-adult novels are remarkably successful, with others on the way.



In September, Elizabeth Rosner will present a talk on "How To Write About Trauma." Ms. Rosner, novelist, essayist, poet, and nonfiction author, has published three novels and a poetry collection.

From our annual Ekphrasis collaboration with The Artist's Co-op of Mendocino, the October meeting will have members read their prose or poetry that inspired an element of art or that they created in response to an artist's work. Find more about our branch at [WritersMendocinoCoast.org](http://WritersMendocinoCoast.org).

~~ Susan Lundgren, President

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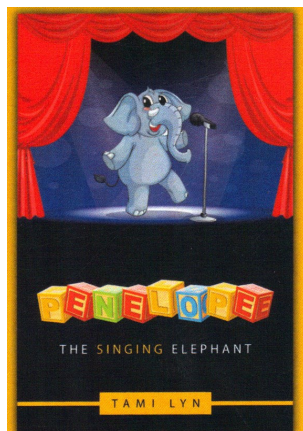
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If you enjoy the news from branches around our state, consider stepping up to the editorship of *The Bulletin*.

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Advantages of Tapping Into Zoom Events Other Than CWC-Sponsored

Pitch-O-Rama as Seen from Room 11

By Renee Anderson

More than 100 participants Zoomed in Saturday, April 10, for a sold-out Pitch-O-Rama (POR). This annual event from the Women's National Book Association, San Francisco chapter (WNBA-SF), gives writers the chance to pitch their books directly to agents, editors, and publishers. The price is \$75 (\$65 for WNBA members) and includes a free prep workshop. POR went virtual for the second year in a row, and although there were some technical snafus, benefits abounded.

WNBA-SF President Elise Marie Collins, past-presidents Brenda Knight and Kate Farrell, coach extraordinaire Amanda McTigue, and last year's attendee Ellen McBarnette outdid themselves as organizers and coaches, keeping everything on track for the five-hour event.

Attendees were placed into break-out Zoom rooms, remaining with their group for the entirety, while agents were delegated to the rooms one at a time. This allowed participants to pitch their project six or seven times before the day was over—and get to know each other over the course of the morning. We were the denizens of Room 11, and here's a little about our experience.



Anniqua Rana

I'd attended the practice session and was ready to pitch. *At Home in California: Memories of Travel and Reading*, is a dual memoir, with my sister Selma as coauthor. (We also manage Tillism.com.) Fifteen minutes into POR, my connection froze: our power had gone out! I made my first pitch outside a Starbucks in my car, my laptop at an awkward angle. But at least I got to talk to someone about the memoir.

Power restored at home, I hurried back and set up again. This time, I was assigned to Room 11. I received useful feedback from professionals in the industry and did receive a request for my book proposal. Since POR, one publisher has even already given me great feedback on my query letter. And I still have other leads to follow up on.

Anniqua Rana (CWC—Peninsula),

Rebecca Inch-Partridge

Access to agents and editors for only \$75 is one of the main selling points for POR. Besides being a writer, I am also a freelance editor (ripartridge.com), so networking with authors is important to me. Because that's difficult at online conferences, I almost didn't attend. But I'm glad I did. Going through the day with the same group of writers in the Zoom room made a huge difference. My only disappointment was that agents are assigned at random, so at times I found myself pitching my fiction novel to agents who only handle nonfiction. However, practicing seven times in five hours really helped me hone my pitch. The format and price make this conference perfect for getting your pitch polished before attending a high-dollar conference and attempting "speed-dating" with agents.



Rebecca Inch-Partridge (CWC—Sacramento),

Well Said

"It's none of their business that you have to learn how to write. Let them think you were born that way." ~~ Ernest Hemingway

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Prisca Bienlien



After a short coaching session, we were randomly placed into our breakout rooms. I was put in with a great group of people. Unfortunately, we lost two due to connectivity issues, but we soon picked up Anniqua, and she, Rebecca, Renée, and I remained there for the duration.

We did experience long gaps between agents' visits and had to use the helpline to speed things up. But we used these lags to discuss our projects and pitches with one another. I enjoyed getting to know the other authors, learning about their projects, and listening to their pitches and the feedback they received, which opened my eyes to different approaches. Being with a group of other writers made the experience fun and less frightening for someone with less experience like myself. *Prisca Bienlien, (South Bay)*

Renée J Anderson



I came into the experience not especially nervous, as my intention was just to get my feet wet, practice pitching my novel, and have some fun. My fantasy work, *The Clown & the Mermaid*, is only 80% complete, but I know I will need pitching skills when the time comes. But at the coaching session, a participant from last year said her manuscript hadn't been finished at the time either and now look at her—a published author. That's when the nerves hit me.

All the agents were eminently supportive, and I received excellent advice. My pitch evolved with each agent as I experimented and learned. Sometimes I read from my script, sometimes I spoke from the heart. By the end, I was plunged into existential questions about what I want my novel to be and do. An invaluable experience.

Renée J Anderson (CWC—South Bay)

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**South Bay**

SBW continues to draw 40-60+ viewers to our monthly meetings on ZOOM, despite the inconvenience of COVID. Once again we have some exciting guests scheduled. In August, we welcome Anne Hillerman. A published writer in her own right, she is carrying on her father, Tony Hillerman's famous series set in New Mexico, featuring two Navaho Tribal Police detectives. The branch was planning to host our Annual Potluck BBQ, in September, but with the recent increase of pandemic cases, that may be postponed until next year and a speaker booked instead.

In October, Dan White will give a presentation on Techniques to Enliven Nonfiction. Whether we meet in person or not, we will still have a Halloween contest in October. Members are encouraged to attend (even on ZOOM) as their favorite writer or literary characters. Once again, there will be prizes.

I am grateful, that the A-Team, our board members, have stayed on and thanks to them, the branch is running smoothly. Members owe them a debt of gratitude for their dedication and willingness to share their time and talent, keeping SBW running smoothly.

Many thanks to our heroes: VP Jamal Kahn, Secretary Marge Johnson, Treasurer Trenton Myers, Web Editor, Publicity & PR Chair, & Member-at-Large rep Tatyana Grinenko, Newsletter Editor & MRMS Admin Renée Anderson, Membership Chair Inga Sylva, NorCal & Central Board Rep, and Open Mike Chair Bill Baldwin, Facebook Chair Carolyn Donnell, and Member-at-Large Rep Alfred Jan.



***Edie Matthews, Jack London Awardee***

Photo credit: Carolyn Donnell



~~ ***Edie Matthews, President***





## *Branch News continues*

### **Mt Diablo**

#### **Young Writers Contest 2021 by Marlene Dotterer**

The Young Writers Contest has been a regular part of Mt. Diablo's yearly schedule since 1995. My mind boggles when I think about it. It takes a lot of dedication from many, and varied, volunteers over the years to keep such a program going. Yet, since 1995—26 years—I am only the third or fourth person to take on the chair position for the contest. Those earlier chairs did the bulk of the work to build the contest. When I took over in 2015, I inherited a fully-grown and well-funded program; it's many parts made to work in harmony and produce a contest that had become a trusted part of the Contra Costa middle school community.

The previous co-chairs, Christa Fairfield and Jill Hedgecock, had also brought the program into the digital age—a Herculean task by any measure—with a beautiful set-up on Submittal.com. I basically just had to copy what they did.

YWC has changed over the last few years. We moved the awards ceremony from its traditional place on the calendar as the branch's May meeting, to its own event date on the third Saturday of May. It's no longer a fancy banquet at Zio Fraedo's, but is now held in another venue with catered food. This has not made a huge difference in the branch's expense but it does help the expense for the families of the winners, as they no longer have to pay for lunches for



extra guests. We've stream-lined the ceremony, making it shorter and without a key-note speaker. This lets us focus on the winners, giving them a chance to read from their winning pieces. A shorter ceremony also makes it easier for these busy families to fit it into their schedule.

This year, we held the ceremony on Zoom. We also invited winners from the 2020 contest, since the pandemic prevented them from having a ceremony. While the event is much more exciting in person, everyone had a good time, with parents, teachers, and other family members adding cheers. I was so proud to watch the kids in speaker view as they read their pieces.

Please take some time to peruse the list of winners, and read their work, on our website at <https://cwcmt Diablo.org/2021-winners/>. This contest is a vital part of our mission to educate and engage the community in writing. I hope we can keep it going for another 26 years.

#### **Open Mic Night by Lyn Roberts**

It began as a dream, a vision of what could be done to help enhance the membership of our Mt. Diablo members. We wanted to create an **Open Mic** night for our members. How could we pull it off? The world was in the middle of COVID. Everything was buttoned down. No one went anywhere. We dreamed of having an Open Mic like they have in Ireland, at the bar, with everyone cheering you on as you read your poem or your recent work.

We solved it by Zooming, of course. Bring your beer or your coffee, eat some snacks. Some read, some listen. And it's been a delightful, enriching experience for all who participate. We were determined not to make this a critique experience. Our Open Mic is meant to be fun, a way to get to know each other and appreciate each other's work. We talk and laugh and learn from each other.

We can hardly wait to go Live!

~~ Marlene Dotterer





## *Branch News continues*

### Orange

It has been over a year since our monthly meetings began being held on Zoom. The convenience of attending a meeting on Zoom has brought us numerous guests and has increased our membership. As of this writing our usual in-person meeting place, the Orange Public Library, has not projected a date as to when it will fully open for us. Zoom meetings will continue until further notice.

In the meantime, the Central Board has continued to hold their meetings via Zoom as well. The April meeting was attended by CB representative Jeanette Fratto, as well as Vice-President Brian Gaps. Brian has done an amazing job filling in for our president these past few months. His technical skills have resulted in a great make-over to our website, with more publicity for our members. As a result of his many efforts, Brian was nominated for, and will receive, the Jack London award. A special in-person meeting is scheduled for October in Oakland. It will include an awards luncheon and a short business meeting afterward.



**Brian Gaps Receives  
Jack London Award**

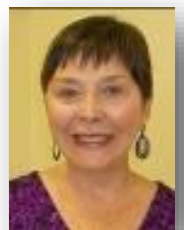
In June, our branch held its bi-annual executive board election. The following were elected unanimously: Brian Gaps, President; Mary Vensel White, Vice-President; Tracy Neis, Recording Secretary; Colleen Janssen, Membership Chair; Treasurer, vacant. Brian will cover this position until it can be filled. Jeanette Fratto will continue on as the CB representative and Hospitality, Kelli Devan will be newsletter editor, and Allene Symons and Carol Celeste will continue as directors.

We have managed to have amazing speakers at our monthly meetings. In April our own member P. J. Colando spoke on the topic, "I Write Funny and So Can You." In May, Deborah Lott's subject was "Writing About Trauma." In June Dennis Crosby advised us on "Marketing in the Covid Era." July brought us prolific author Jeri Westerson, who recounted the "Author's Journey." A variety of presenters have been booked through the rest of 2021. Thanks again to Allene and Mary for their diligent efforts in keeping us entertained and informed.

The *Literary Review* for 2021 is in the process of being published. The successful submissions were recently revealed and our branch is proud to note that members Kelli Edwards and Jeanette Fratto will be included in this issue.

Yearly dues are coming in. Our next newsletter will have information on branch membership and any updates to our meeting venues.

~~ Jeanette A. Fratto  
Central Board representative  
Member-at-Large



### Well Said

"If my doctor told me I had only six minutes to live,  
I wouldn't brood. I'd type a little faster."

~~ Isaac Asimov



## *Branch News continues*

### San Francisco Peninsula

As it was for most CWC branches, it's been a challenging year for SF Peninsula. We transitioned to meeting online, and our team has been up to that task, particularly under the leadership of our past president, Audrey Kalman, who made it all work smoothly. Thank you, Audrey!

One advantage we had conducting meetings via Zoom was being able to book speakers outside of our geographically commutable area. Our past session was especially lively when we had attorney Helen Sedwick go over all the legal issues writers and authors should be aware of. In recent months, Jesse Boyd, a children's book writer and publisher, took us through important details in children's book publishing, including hiring an illustrator and choosing a publisher.

We've also seen attendees at our club sponsored Shut Up & Write gatherings from around the globe. This fall, we plan to return to offering some in-person events at the San Mateo Public Library, where we will continue our wonderful program, Writers Helping Writers. We offer writing skills and craft talks once a month and have enjoyed healthy community participation that serves as an introduction and invitation to our San Francisco Peninsula CWC branch.

Additional branch-sponsored programs that have continued include:

#### **Story Cafe**

We have partnered with the San Mateo County Library on Story Café, where you'll find a vibrant new storytelling video featured each week. Check out featured stories here and in the archives. Would you like to bring your published story or poem to life? We're now inviting authors from around the Bay Area to submit. (Limit 7-10 minutes.) Find more information and guidelines at <https://cwc-peninsula.org/story-cafe>

#### **The Literary Stage**

From June 5 through 13, the SF Peninsula branch sponsored an in-person display of Literary Arts Contest winners' work and prize rosettes at the San Mateo County Fair for the thirteenth year. Due to Covid-19 protocols, we were not able to hold events on The Literary Stage in 2021, but did host a Zoom reading for winners that was recorded and is linked from our website at <https://cwc-peninsula.org/the-literary-stage/>. Do check out the excellent writing that emerged from the strong competition field. A few statistics of interest: 179 entries received from 57 individual writers; 32 unique winners across 20 categories; 12 winners from CWC SF Peninsula branch; and, 4 winners from CWC South Bay branch

We expect to refresh our programming at the Fair in 2022, with club liaison Megan McDonald coordinating the contest and Stage activities.

We hope to get together in person in December 2021 for our holiday party, then for monthly meetings again beginning in January 2022.

#### ***Fault Zone: Reverse to Launch in December***

In December 2021, the San Francisco Peninsula branch of CWC plans to launch the ninth book in its *Fault Zone* anthology series: *Fault Zone: Reverse*. Read about pigeons with an attitude, a woman in India fed up with sexual harassment, the inner strength a toy spaceman brings to a child, and an oak tree with an environmental agenda. And plenty more! This *Fault Zone* collection contains the edgy mixture of fiction, creative nonfiction and poetry our readers have come to expect.

Editor-in-Chief Laurel Anne Hill would **like** to thank her assistant editors (Audrey Kalman, Lisa Meltzer Penn, Martha Clark Scala and Darlene Frank) and Sand Hill Review Press for helping to make *Fault Zone: Reverse* a reality.

***Geri Spieler, president.***







## Branch News continues

### High Desert

*As our use of Zoom conference calling is becoming the gateway to writers gaining free expertise from those who can give away their insights, our members may take advantage of another benefit. High Desert branch is again offering one on Tuesday, September 21 at 6 pm. It's free.*

SEPT. 21st



#### INSIDE STORY with Dara Marks

Every writer has a wealth of creative potential but gaining access to those interior places where the true power of story is waiting to be unleashed can be a daunting task. Dara Marks, the author of *Inside Story: The Power of the Transformational Arc*, has developed an innovative method for structuring story that is designed to help writers stay focused on the heart and soul of their work while also unifying plot, character, and theme.



**Dara Marks**

*Inside Story* teaches writers how to develop a *natural* story structure that reflects the true the human experience, thus illuminating the inner journey or *arc* of the character. This presentation is designed to take you into the depths of your own narrative, making your stories more powerful, meaningful and, of course, marketable.

Join the High Desert branch for this "Act 2" special event Zoom meeting that is free of charge to CWC statewide members.

**Time 6 pm, Tuesday September 21, 2021.**

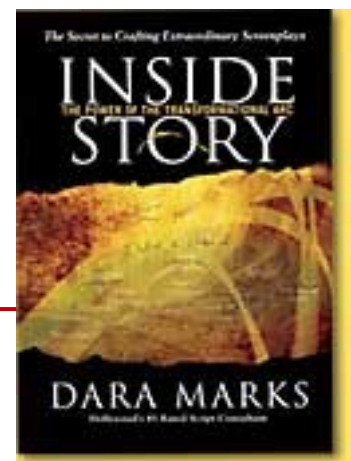
Dara Marks, Ph.D., is a writer and leading international script consultant who has devoted the last twenty years to the development of a groundbreaking approach to the theory of the transformational arc and screenplay structure. Her unique method of story analysis has earned her top ratings by Creative Screenwriting Magazine as the best consultant in the business. She has worked with most major Hollywood studios and many independent filmmakers and has recently received a doctorate degree in Mythological Studies from Pacifica Graduate Institute. Dara is a highly sought-after keynote speaker whose work is committed to the idea that a culture speaks through its stories. She offers workshops, seminars, and script development services. Dara lives in Ojai, California, with her husband and son.

#### Join Zoom Meeting

<https://us02web.zoom.us/j/86220784034?pwd=TThCMWhyc0FYbjRid1JmUnZiWit6Zz09>

Meeting ID: 862 2078 4034

Passcode: 375034



*continued next page*





## Branch News continues

### High Desert continues



those partaking.

Participating members included Dwight Norris, Ann Miner, Mike Apodaca, Michael Raff, Rusty LaGrange, Perrin Pring, and Monica Kuhlmann. The event was coordinated and supervised by our Membership Chair, Michael Raff.

### ZOOM Benefits

We have had a few speakers from hundreds of miles away in California, two from Chicago, and one from Scotland.

For several months, we've offered an additional Zoom meeting that we call Act 2. We have offered free attendance for some of these for all CWC members which have included James Scott Bell, and our own CWC Vice President Roger Lubeck on professional presentations. We will offer another on September 21 (details on page 13) featuring sought-after speaker, Dara Marks.

High Desert is scheduled, at this writing, to meet in person for the first time in 19 months on August 14. It will be a time for great celebration as we go forward in supporting our members with excellent opportunities in crafting and marketing their work.

### Summer Book Booth

Authors with books to sell occupied a busy book booth at the Town's End in Apple Valley that began June 10<sup>th</sup> and ended July 25<sup>th</sup>. Authors offered their own books and club anthologies for sale in a designated booth at the permanent Farmer's Market called Town's End in Apple Valley this summer. Collectively, almost 100 books were sold.

The venue offers vendor booths featuring food, art, jewelry, and fruits and vegetables. There is music, entertainment, and lots of foot traffic with free parking and free admission. The HDCWC sponsored its authors so that the cost of manning a booth was affordable for



**LaGrange**

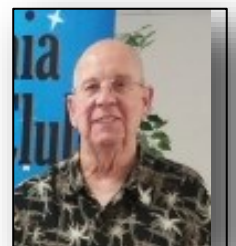
### Ina Coolbrith Award Recipient

Rusty LaGrange is the editor-in-chief of the CWC state digital newsletter, *The Bulletin*, published three times a year. Rusty has been doing that for the last five years. The job entails collecting, archiving, and compiling the news articles and photographs from 22 branches of the California Writers Club. Until the November 2020 edition, Rusty had been doing this entirely on her own.

When she took over the editorship of *The Bulletin*, it was published in hard copy and mailed to members two times a year. With the emergence of electronically distributed newsletter in a pdf format, the cost became zero as opposed to several thousand dollars per hard-copy edition. We were able to solicit paid advertising, which has become a positive part of the budget rather than a liability.

In addition, Rusty sought out and secured the flip-page software to enhance the attractiveness of our *Bulletin*, and unfailingly the advertising has covered the cost of that addition. She is also our 2021 Jack London Award recipient for our branch and a member for ten years.

~~ **Bob Isbill**  
*Programs/Publicity*





## *Branch News continues*

### **San Joaquin**

Novelist and poet, June Comarsh Gillam is a native of Sacramento, born to a Bohemian father and Irish/Welsh mom. A founding member of San Joaquin Valley Writers, the 22nd branch of the California Writers Club, June was honored with a Jack London Award in 2017 and served on the editorial team for the 2019 *CWC Review*. A genre bender, June likens her Hillary Broome crime fiction series to a box of chocolates, each with its own flavor.



June holds a certificate from Stanford's Novel Writing Program and offers a presentation of Ten Tips from the program. Since 1990, June has taught English and writing for San Joaquin Delta College and the college's first online educator. In addition, she was faculty advisor for a student literary magazine THE FINAL DRAFT from 2002 until its own "final draft" in 2013. She loves both teaching and writing; they are so wrapped up together. June belongs to several other writing groups, among them Northern California Publishers and Authors; Capitol Crimes, the Sacramento chapter of Sisters in Crime; and Gold Country Writers (GCW) in Auburn, California.

Working as an editor for a monthly magazine, for academic publications, and similar jobs over the years, honed her editorial skills. She has her own publishing imprint, Gorilla Girl Ink that has released her books and one other author's so far. June loves chatting with readers and writers and can be reached through her website:

[www.junegillam.com](http://www.junegillam.com). (photo from Facebook page)

**Dr. Joan C. Gillam, new president. Other board members retained their positions.**

~~ *Leslie Liberty*

~~~~~

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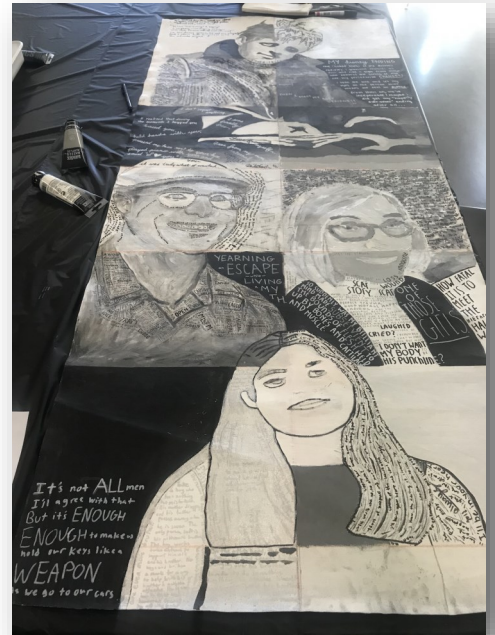
Branch News continues

Tri-Valley Writers

Tri-Valley Writers' 4th quarter speaker meetings featured Martha Alderson: "Writing Backward—Begin by Plotting from the End" in April, Jesse Byrd: "Creating, Publishing, and Selling Children's Picture Books" in May, and Susanne Lakin: "Crafting Your Hero's Character Arc in Six Stages" to finish off the term in June.

In May, TVW hosted our 10th annual high school writing contest. We received a record number of entries: 142 from 96 students at 13 different Tri-Valley high schools. There were 21 literary nonfiction pieces, 79 poems, and 42 short stories. The awards ceremony was held via Zoom with keynote speaker Penny Warner, and highlighted the students reading their award-winning pieces.

Our branch has been selected to participate in "Conversation Pieces," an invitational youth exhibition of banners conceived by Livermore artist Thomasin Dewhurst. Our banner honors notable writers associated with CWC and TVW, including Jack London, Andy Weir, Ann Parker, and Kanchan Naik. TVW sought participation from our student members and our 2021 high school writing contest winners. The students used their own prose, poetry, and artistic skills to create life-like images of each author. The back of the banner will have information about Tri-Valley Writers and bios of each of the featured authors. The exhibit will be on display at the Bankhead Plaza in downtown Livermore this fall.



Conversation Pieces banners



Three Sessions

And TVW is pleased to announce our 4th biennial full-day, in-person conference on **Saturday, October 16, 2021** at the Four Points by Sheraton in Pleasanton. It will feature three sessions: Craft, Marketing, and Self-Publishing, along with *New York Times* bestselling author **Rhys Bowen** as the keynote speaker. Early-bird registration is **NOW OPEN** via the Tri-Valley Writers' website (www.trivalleywriters.org) [See conference poster page 5]

While we transition back to in-person speaker meetings, TVW will continue to utilize Zoom for several valuable programs. Providing cri-

tique groups, "Sit Down and Write" daily sessions, bi-monthly drop-in "Social Space" sessions, and a monthly "Author Marketing Support Group" online has been essential for members to stay connected and keep inspired to write.

~~ Deborah "Jordan" Bernal, president





Branch News continues

San Fernando Valley

The San Fernando Valley branch has enjoyed monthly Zoom meetings and excellent presentations throughout the year. While we look forward to recapturing the camaraderie of live meetings at the lovely campus of the Television and Motion Picture Fund Residential Community, we also appreciate the opportunities the new technology provides, including welcoming CWC members from other branches, guest speakers from throughout the country, and increased attendance from our own members who find the online forum easy and convenient. For those who are interested, club treasurer Pat Avery also conducts a timed writing exercise at the conclusion of each meeting, providing attendees with the opportunity to write and read their work.

In September, we enjoyed a lecture by CWC-SFV member Ester Benjamin Shifren, who explained the in's and out's of self-publishing and promotion in a lecture titled "Self-Publishing – You Can Do It."

Author, speaker, and retired Air Force Colonel Carla D. Bass joined us in October with a presentation titled "Spin That Captivating Tale," in which she taught us to make the most of each word.

In November, we welcomed Attorney and Literary Agent Paul Levine who explained, "How Authors Go From Fingers on the Keyboard to Dollars in the Bank: Four Ways Authors Make Money from Publishers."

We celebrated the holidays in December with a virtual visit from author Trey Dowell, teaching us "The Art of the Query." Included in his presentation were critiques of queries provided by club members. Too much fun!

Author PJ Colando rang in the new year with a smile and a lecture titled "I Write Funny and You Can, Too." February brought Valentine's Day and a lecture by romance suspense author Beth Yarnall, with a talk titled "Going Deep Into Point of View."

In March, we celebrated diversity with a presentation titled "Sticks and Stones and the Stories We Tell" with author/illustrator Pat Cummings. This lesson explained how to turn negative experiences into compelling storytelling, with examples from the writing of BIPOC writers.

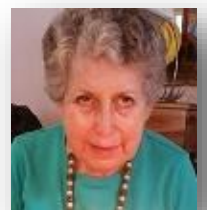
In April, we'll celebrate National Poetry Month with a special presentation by Los Angeles Poet Laureate (2014-2016) Luis Rodrigues with a lecture titled Does Poetry Matter?

I will be the May speaker with a lesson on memoir writing titled "Memoir – Emotion Bracketed by Time." Two of my memoirs have been published in the Chicken Soup for the Soul series. The most recent titled "A Degree or Diapers?" will be released this spring in Chicken Soup for the Soul – Be You!"

Our own club secretary and script consultant Anat Wenick will round out the program year in June with a presentation titled "Market Yourself with an Easy-to-Create Website."

We look forward to seeing you each month in the CWC-SFV Zoom Room. As a CWC member, please request free admission from VP/Zoom host Monte Swann at cygnetvideo@gmail.com.

~ ~ Kathy Highcove





Branch News continues

East Sierra

CWC's East Sierra Branch resumed face-to-face evening meetings in July, as well as the "Read the Book, Meet the Author" afternoon tea series. Also, exercising Covid caution, we have scaled down our annual Weird Weekend that celebrates the stranger side of the Mojave Desert, turning it into a Weird Weekday on Thursday, September 2, with a Weird Storytelling Competition, games, prizes, and a screening of Master Mystery Productions' audio drama *Regions Beyond* featuring the episode "The Opera Ghost" inspired by the legendary Marta Becket's Amargosa Opera House.

On Saturday, October 23, we'll partner with Red Rock Books, the local independent bookstore, for a day honoring California Writers Week, highlighting authors who have spoken to our branch, books by member authors, and publicizing our club.

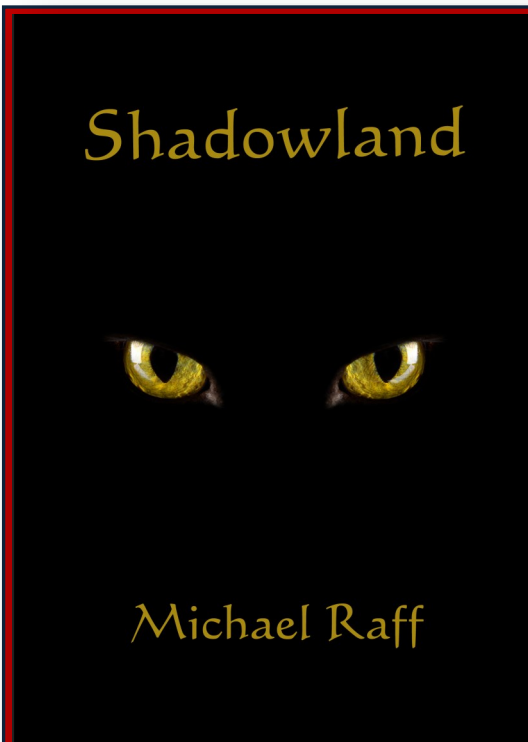


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### Inland Empire

Our Inland Empire Branch continues to meet via Zoom with varied levels of turnout. It has been so convenient and productive having our board meetings on-line that our Board voted unanimously to continue our Board Meetings via Zoom – even after we go back to meeting in person.

We have a geographically large membership area with our membership stretching more than 60 miles from east to west and a similar span from north to south. With this in mind one of our Board Members proposed having alternating meetings between our Ontario location and a new library facility in Riverside. A poll of our membership indicated that this was a well-received concept. However, this Riverside County location is not yet accepting



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After publishing his romantic memoir, *Special*, Michael Raff completed four horror anthologies—*Seven: Tales of Terror*; *Scare Tactics*; *Shreds*; and now *Shadowland*. His horror novels are: *Skeleton Man* and *Stalkers*. Michael co-founded Nevermore Enterprises to promote his books and activities, and has remained active in the High Desert branch of the California Writers Club since 2011, frequently serving on their board. He lives in Hesperia, CA, with his wife Joyce. Raff attended creative writing courses at Cypress College before setting off on his writing career.



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

continued next page





## Branch News continues

reservations. Our Ontario library facility is located in San Bernardino County and our Judy Kohnen has reserved the facility for our September, October, and November meetings.

We were proud that our former President, Sue Andrews, will be receiving the Jack London Award this year and I know she is looking forward to receiving the award this October in Oakland.

Our Board welcomed our newest Board Member, Scott Johnson, who graciously volunteered to take on the role of our Historian. This is a position that has long remained vacated and we are grateful for Scott's participation.

We had two members publishing books in July. David Gamboa's, *Something Wicked Out There*, was published on July 7<sup>th</sup>. Sharon White's, *The Ghost of Haversham Castle*, was published July 30<sup>th</sup>. Well deserved kudos to both authors.

Our scheduled September guest speaker is the creative writing & empowerment coach, Bella Mahaya Carter, whose new book, *Where Do You Hang Your Hammock? Finding Peace of Mind While You Write, Publish, and Promote Your Book*, was published in June. Her topic will be based on themes from her book. This will be a hybrid meeting in that we will be combining in-person and Zoom.

~~ Sam Nichols, president



See the puzzle of autism from both the perspective of a parent and a professional. Joan Goodreau's experience as a Special Education teacher and Program Specialist allows her the poetic insights to a misunderstood world.

### Joan Goodreau

Her poems and stories have appeared in the California Writers Review and in the High Desert, Redwood Writers, and North State Writers anthologies as well as in numerous other reviews and anthologies in North America. Joan's short plays have appeared at the annual Comedy Play Festival in Chico. She is a Pushcart nominee and alumnus of the Hedgebrook Writing Residency Program.

[www.Facebook.com/authorjoangoodreau](https://www.facebook.com/authorjoangoodreau)

"Wander through the smoke, Wonder where to next?"  
~~ from the poem "Masks"





## *Branch News continues*

### **CWC NorCal Report**

**FOURTEEN NORTHERN CALIFORNIA CWC BRANCHES**

***~~ Carole Bumpus – NorCal Chair – 2015-2021***

The NorCal Group met on Zoom on July 31<sup>st</sup> with Carole Bumpus continuing to preside. We had thirteen in attendance with two guests, including Roger Lubeck – State CWC President and Sandy Moffatt – State Membership Chair.

Plans for the Fall and MRMS Update

- MRMS training for membership chairs will be offered by Central Board members (Sandy and Roger) this Fall. Roger is asking what would be most useful, e.g. zoom or YouTube video. This will be done in addition to the traditional leadership training by NorCal for presidents, treasurers and vice presidents.
- Sandy offered to meet with anyone in the State for MRMS help or do a training session.
- NorCal leadership conference (which may include SoCal) will present information beyond MRMS, including how branches function. Date will be announced.
  - Last training was 2018.
  - Roles of President and other essential roles.
  - Sharing ways to improve branches
  - Getting volunteers
  - Teamwork
  - Best practices

San Francisco Writers Conference and Bay Area Book Fest 2022

- SFWC 2022 registration has started.
- For the last SFWC live conference NorCal was given a ticket for the poetry and screenwriter tracks for each branch. This was very well received by the branches.

*continued next page*



## Branch News continues


### Report continues

- NorCal had an SFWC booth paid for by CB. Booth volunteers came from NorCal (because of location).
- We also had a panel at SFWC, which was good for NorCal and presenters.
- BABF table was paid for by NorCal.
- Consensus is to continue participation in SFWC and BABF.
- Planning for SFWC and BABF participation tabled to a future meeting.

The rest of the meeting comprised each branch rep discussing how they were faring with Zoom, entering back into in-person meetings, and all of the many hurdles they were confronting. Also, a lively discussion followed with the difficulty of getting speakers 'live' or 'only on Zoom'. We are in a period of transition. The next NorCal meeting will be: 11/6/21.

Respectfully submitted: Carole Bumpus, NorCal Chair





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## Announcements

### CALL FOR DESIGNERS

As current editor of *The Bulletin*, I encourage you or a friend, with design layout and graphic software, to take an issue and make it into your own vision.

You can use the software you prefer, but the finished product is converted to a full-color PDF on our digital website-based platform. Sound complex? It's not.

It's best to have a backup plan for a publication shared across our statewide branches. I wish to have more than one person able to step in and run with an issue. It would even benefit to have a production staff—a dream of mine.

If you think it's something you'd like to try, just email me: [Rusty@RustyLaGrange.com](mailto:Rusty@RustyLaGrange.com) or text me 760.646.2661.

*Thanx in advance ~~ The Editor*

### CALL FOR WRITERS

Write an article for *The Bulletin*, sharing your expertise of a specific topic with our readership. 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: 700 ; MSWord format, 11 pt. Arial. Add a short bio that explains your level of expertise & a small, thumbnail headshot. Add a direct email address if you wish.

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.

Remember, we don't accept short stories or poetry in this publication.

*Thanx in advance ~~ The Editor*

Retired Journalists are often eager to keep their hands in the layout and design of a project like *The Bulletin*. Are you ready? Call me: 760.646.2661.

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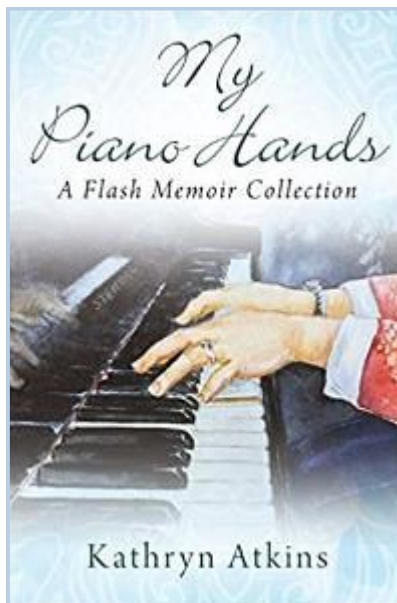
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This will be my final year producing the web-based digital news magazine, *The Bulletin*, for the CWC's statewide membership.

It's been fun for many years, but now it's time to move on.

This publication, comprised of three issues, has proven itself over the years by paying its way with display advertising and use of the electronic production offered to us as a non-profit organization.

Please continue supporting the coming issues with your reliable branch news, photos, and book promos.

Your branch might wish to take on one issue and rotate to another.

*~~ Rusty LaGrange, editor*

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## CWC'S The Bulletin

Printed  
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March, August  
& November

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individuals who wish to reach our target market may place an  
ad. We offer reasonable rates. (See sidebar at left)

- ♦ All display ads, color or black-and-white, must be self-edited, print-  
ready in jpg format, to be published as received. We reserve the  
right to decline material deemed inappropriate at the discretion of  
the Editor-in-Chief.
- ♦ Email as a JPG file to [AdvertisingCWC@gmail.com](mailto:AdvertisingCWC@gmail.com). No excep-  
tions.
- ♦ **PayPal** lacks details on its order page, please provide a physical  
copy of your ad and details of your payment by surface mail as  
well. Please include your return address, email address, and tele-  
phone 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 October 28

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 details.

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

### Checklist. Please follow directions closely:

- ♦ **Design your ad. Scan it as a jpg file.**
- ♦ **Send it to [AdvertisingCWC@gmail.com](mailto:AdvertisingCWC@gmail.com)**
- ♦ **Mail hard copy and details of your ad in a stamped envelope.**
- ♦ **Address it to the Marketing Department. It is okay to fold the copy if  
you need to do so. Please state amount on the hard copy placed in  
your envelope!**
- ♦ **Choose PayPal online at [calwriters.org](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!)**



# THE BULLETIN BOARD —

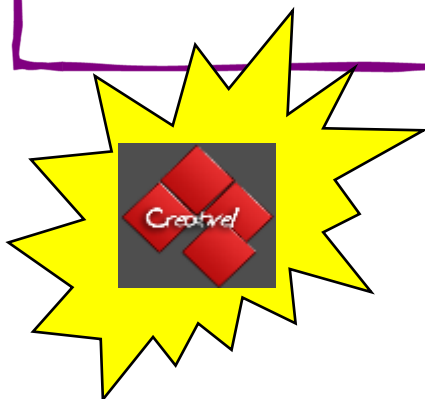
## GOT NEWS?

Send your news to the editor at [Rusty@RustyLaGrange.com](mailto:Rusty@RustyLaGrange.com). Please prepare your work as carefully as you would for a contest or an agent. Use Arial 11 point font; avoid special characters and embedded content; just 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 unless you call in for extra space, if needed.

~~ *Thanx. The Editor.*



**This simple icon points to a creative idea that you can share with other branches.**

### 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.*

***Our club relies on dues to keep the strength of our programs and memberships growing.***

***Please pay your dues to your branch treasurer prior to Sept 30.***

**WOW!  
Winning Both  
the Ina  
Coolbrith &  
Jack London**



**Rusty  
LaGrange**

I wish to thank the Central Board for honoring me with the Ina Coolbrith award. I appreciate the time and dedication it takes to a project that I felt needed to have support and growth over the years.

Regularly bringing news to all 22 branches of the club is paramount to a cohesive group of inspired writers.

As our electronic capabilities grow across all branches and its members, so, too, will the skills needed to share through ZOOM, linked pages and advertisers.

I'd also like to thank my peers in High Desert for years of friendship.

~~ *Rusty LaGrange, editor*



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

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

**We now have an upgraded server that offers faster upload speeds and seamless compatibility with more devices.**

**Pass the Word.**



## GENERAL ANNOUNCEMENTS

Next issue appears  
in mid-November

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.

### ADVERTISING OPPORTUNITIES

Advertisements in  
*The Bulletin* digital  
magazine must be  
placed by

**Oct. 15th  
Submission are  
due by Oct. 28**

### 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

## Taking Your Talents to New Heights

Diversifying is a corporate term that we hear all of the time. When companies worry about their product sales becoming stagnate they often consider other options to bolster their brand and sales.

Sometimes they buy out a rival, change up their branding look, take surveys to see why sales may have dropped, or completely bail and sell out.

What is a writer to do to diversify?

As an individual you have one thing stronger than the corporate bottom line. You have passion for writing. So it's up to you to find other writing gigs that will enhance sales, recharge your creativity, or pump up your name or brand. Try something new to create a wider footprint, and step out of the comfort zone you've created.

If you search key words for writing professionals you'll find a wide source of ideas; many of them will be some aspect of what you already do. Others will be a real stretch, but could be the artistic path you've been truly searching for.

As an example, I started by writing movie and concert reviews for my high school paper. Free comp tickets got me in; an honest review got me noticed. I got to see Charlie Daniels and Kenny Rogers and the First Edition in their early years. My first paid gig was writing obits for a local newspaper part-time after college classes. That job was a stepping stone to news articles and more news reporting. That was my goal.

Later I found that my need for details directed me to technical writing. Technical writing got me into Raytheon's documentation library and leading a team of nerdy writers just like me. The pay was terrific, too.

Where your passions take you may be a complete surprise. I signed up for a temp agency to see what I could find. DHL owns a diverse list of corporations. One of them is 7-Eleven Stores that just happened to open a cutting-edge warehouse in Fontana, California. Me and my team of new writers were assigned to write the SOPs (Standard Operating Procedures) for 69 diverse platforms and their safety directives. We shadowed their warehouse employees creating SOPs for every task they accomplished. Short contracts can make big bucks. I got DHL's offer to work in Jakarta, but I figured the commute was a killer.

Magazine articles are needed in every non-fiction as well as some fiction publications. My passion for off-road adventures lead me to internationally known *Four Wheeler Magazine* and gigs that earned me my large oak computer console that I still work at today.

Are you creative with poetry? Many writers have the ability to switch between different disciplines. Poetry may not be a lucrative market, but greeting cards and jingles are. Check the *Writer's Market* for the format needed. Trends change quickly and card companies often ask for 12 or more verses in a single submission. They usually hire in-house graphic artists, but even that is not set in stone. By promoting your creative flair in verse and illustration, you may get some well-deserved diversification right there.

Try "mind mapping" your interests and let your restrictive mind go. Link as many of your ideal skills within each category you write and you'll find your diversity to stretch your brand and wallet. I found that matching my love of Southwestern history, collectibles, writing, and graphics became a perfect match for my newest commercial venture—*VintageWest Magazine*—coming soon.

