

# Publishers & Writers Monthly



## NEXT MEETING

**FEBRUARY 23, 10:30 AM**  
**ACHIEVING**  
**TRADITIONAL BOOK PR**  
**Tricia van Dockum**  
**Doors Open at 10:00!**

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PWSD is an affiliate of PMA, the Independent Booksellers Association, and SPAN, the Small Publishers Association of North America.

## Time to Register for PMA-U 2008!

We've been going on in this newsletter about the glories of having PMA in Los Angeles in 2008 (May 27-29 at the Wilshire Grand Hotel).

Hope you are planning to attend. There are many options available if you can't come for the entire event, and a huge number of different classes, special events, keynotes, exhibits, and opportunities for meeting people you can help and who can help you in return. Go to PMA-online.

Publishing University is the best educational investment independent publishers can make! Did you know that PMA-U:

- Is the largest educational event for independent book publishers?
- Offers over **80 classes** in **nine tracks** over three days—half new this year?
- Offers an advanced track for previous attendees and experienced publishers?
- Is attended by more than 600 publishers from around the world?
- Classes are taught by the best practicing professionals in book publishing?
- Teaches you to plan, budget and create a fiscally-sound company?
- Gives you insights and ideas you can use immediately?
- Helps you turn your dreams and passions into reality and put some hard-earned money in your pocket?

Publishing University is the only event of its kind, designed for independent publishers by independent publishers with no commercials or “come get me” pitches.

This year's theme, *Creative Strategies for Growth, Profit and Success*, will be the consistent thread in every session you attend, whether it's sales, marketing, editorial, internet or business and financial.

BookExpo America is being held May 29–June 1 Los Angeles as well.

SEE MORE ON PAGE 4

## PMA Offers Online Seminar Starting February 20

### “A Survival Guide to Web 2.0”

Learn how to use social media tools and the new, live Web for publicity, book marketing, and building readership. Topics include a simple guide to RSS feed and blogging technology, getting your message into the live Web via social bookmarking, social networking, media communities, news aggregators, and virtual worlds; building a social media newsroom; and using social media technologies such as widgets and mash-ups as highly effective viral marketing tools.

Instructor: Deltina Hay, Social Media Power and Dalton Publishing  
 Registration: [www.pma-online.org](http://www.pma-online.org) [Fee: Members \$49, Non-Members \$69]

**February 20, 2008, 11:00–12:00 PST: Part One: The Essentials**

**March 19, 2008, 11:00–12:00 PST: Part Two: Beyond the Essentials**

**FEBRUARY 23, 2008 PWSD MEETING**

**Achieving Traditional Book PR  
Resident Expert Tricia van Dockum**

Join PWSD member, business owner and literary publicist Tricia van Dockum for an informative discussion on how to successfully promote and gain exposure for your published book. Learn what steps to take and what you need to know to creatively set your book apart from all the others.



Tricia began her publicity career working in the marketing department for Princess Cruises in Los

Angeles. From there, Tricia worked in numerous publicity mediums, including crisis, product, and entertainment public relations, lastly working as a photo publicist for CBS Network before relocating to San Diego.

It was there that she found she could combine her publicity experience with her love of books, working as a literary publicist in the San Diego office of Harcourt Trade Publishing for 5 ½ years. In September 2006, Tricia started her own literary publicity agency, Ollie Media, which proved to be a very successful move for her. Her clients include authors from Harcourt, FSG, HarperCollins, and MacAdam/Cage as well as from small independent publishers. Tricia lives in Point Loma, California, with her husband, Mike, and their four-year-old daughter, Olivia, the inspiration for her business.

**PWSD Meetings held at the Encinitas  
Community Center, 10:30–Noon  
Doors Open at 10:00 am**

**Register at [www.publisherswriters.org](http://www.publisherswriters.org)**

**All Are Welcome  
\$10 Members, \$15 Non-Members**

**2008 Meeting Calendar****March 29:**

Creating Best-Selling Book Proposals and Marketing Plans

**April 26:**

Field Trip to Borders Books

**May 24: [Not on the last Saturday due to PMA/BEA]**

Open Forum Discussion and Q&A

**June 28:**

How to Get Your Book into Libraries

**July 26:**

Protection and Legal Aspects of Your Intellectual Property

**August 30:**

Open Forum Discussion and Q&A

**September 27:**

Audio and Video Pod-casting for Authors and Independent Publishers

**October 25:** How to Make the Best of Your Shipping Budget

**November 2008:** No Scheduled Meeting

**December:** PWSD Annual Year-End Celebration

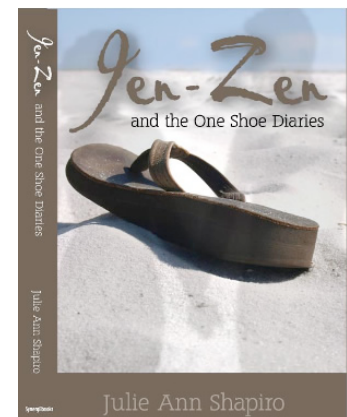
**Member's Bookshelf**

*Jen-Zen and the One Shoe Diaries*, by **Julie Ann Shapiro**, is a modern Cinderella story filled with love, lost shoes and whimsy. Brad Lynberry is a successful photographer who—haunted by the memory of his lost girlfriend Jen-Zen—begins to feel connected to her while photographing shoes.

The riddle becomes a mystery that turns into an obsession. Is he going off the deep end? Is she communicating with him from the beyond, and can he rescue her? Answers start to come from his grandma, a shaman named Red Hawk, and Jonathan the art collector, but time is running out. Brad must unravel Jen-Zen's poetic riddles or go mad trying.

*Jen-Zen and the One Shoe Diaries* is published by Synergebooks.com in trade paperback, ebook and CD-ROM and is available at Amazon.com, Amazon Kindle Store, Fictionwise.com and other distributors.

The book was also recently reviewed in the *North County Times*.



## Members, Members, Lotsa Members

...Paulette Ensign, PWSD VP-Membership, Treasurer, Board Member

Several months ago, our fearless and enthusiastic president Andrew Chapman shared with everyone in earshot that he'd love to see us reach a membership of 100 people this year. It looks like that is soon to happen. At this writing, we're very close.

Like many things in life, it's not just about quantity. It's definitely about quality. Yes, a critical mass of people can prompt a lot more possibilities. However, when it's a critical mass of top-quality people the likes of whom we are now attracting, well, that's a whole different experience. Yes, you are one of those top-quality people.

It's quite telling when members say they want more time to network and socialize with each other. That's happening now. We may have to throw another party at this rate! Stay tuned.

### Upcoming Member Survey

We will be doing another survey in the next couple months to find out what matters to you and get a better idea of who you are so we can best serve you. There has been so much excellent growth in the past year that it's crucial to keep the communication lines open, especially in this expansion phase.

As in any group, many ideas float around, ideas about what can be done differently and new ideas to be implemented. There is no shortage of brilliance among PWSD members, that's for sure.

### Volunteers

You may have noticed a couple of people who have stepped up to the plate: Krasna Svoboda as newsletter editor, and David Boyne as webmaster. These people are

covering important spots, along with Andrea Glass, who sends out the monthly meeting notices to the media. All three donate concentrated time each month from their home offices. How about you? What is a good match for you?

- Is it heading up the joint venture with two other regional groups in LA and Arizona to create a joint catalog of members' books?
- What about doing some outreach to other organizations within the San Diego region to further expand our ranks?
- Someone recently asked whether PWSD would have a booth in LA at BookExpo America 2008. That takes someone overseeing it to make it happen.

Those are a few things, just to get you thinking...and benefiting yourself in the process. When you look at members who are currently contributing their time and talent, they all seem to still be smiling.

*You can, too!*

## Recap of January Meeting

...Jan Loomis

January's meeting revealed many secrets of working with book printers.

Buying printing can be a scary proposition if you have never done it before. There is the daunting vocabulary; there are the seemingly endless options among papers, presses, and binding. Setting up the specifications and reviewing the bids is a major project. Proofing and press checks can strike terror in the hearts of even experienced print buyers. And what if the bottom line on the bids may be more than the mortgage on your first house?

However, the whole experience can be productive and even enjoyable if you are working with a printer's rep who is knowledgeable, creative, and helpful.

Those who attended the PWSD meeting January 26th were lucky enough to hear not one but two such knowledgeable and experienced printers' reps talk about printing in general and their companies in particular.

Marty Gilliland is the West Coast Sales Manager for United Graphics, Inc., located in Mattoon, Illinois. Marty's connection to PWSD goes back to 1994 when he and Bob Goodman put together a meeting of local area publishers. That group eventually became PWSD.

United Graphics specializes in printing softcover trade books on its sheet-fed presses in quantities of 1,000-15,000.

CONTINUED ON PAGE 4

## Whiting's World



"What's the matter, run out of four letter words?"

## JANUARY RECAP: CONTINUED FROM PAGE 3

The company recently added the capacity to print smaller runs—100 to 1,000—on a digital press. United has its own bindery for perfect binding and other bindery options. The company prides itself on its ability to sheet paper from large rolls that come from the mills. This allows for more flexibility in the size of a book and gives the company control over how the paper is used on the presses. Marty explained paper grain and how it affects bindery.

Marty's experience and knowledge of printing were evident in his talk, and he gave members good advice about paper weights, new ways to bind in CDs, the capabilities of digital presses, how to add flaps to your book covers, and other basic printing information.

Chris Carpenter is the Western Territory Manager for Four Colour Imports, Ltd., direct agent for an offshore printer that specializes in four-color glossy books. Chris explained that if you are doing black-and-white trade books or books with minimal color you probably want to work with an outfit like Marty's. However, if your book calls for four-color high-quality printing, you could save

between 33 percent and 50 percent printing offshore. (And that's after shipping.)

Chris explained some of the pitfalls of using foreign printers, and suggested that you look for either a direct agent or a printer with an office in the US, instead of trying to deal with the offshore firm yourself. Other issues to ask questions about are the security of the printing plant, how they protect your copyrights, how they handle freight forwarding and customs, and whether they are certified on labor and environmental standards with the appropriate agencies. He strongly recommends checking references and viewing actual work samples. He also told the group how to work with the unfamiliar paper weights. Chris' company has a 1,000-book minimum.

Bottom line, both speakers made a good case for working with an experienced printer's rep and letting them help you through the process of bidding, printing and binding your book, whether you are working with an American company or an offshore resource.

## Time to Register for 2008 PMA-U, continued from page

### Keynote speakers:

- Dominique Raccach, Sourcebooks: The Joys and Challenges of Being an Independent Publisher
- Sara Nelson, Publishers Weekly: The Power of Positive Publishing
- Michael Healy, BISG, and Dawn Bruno, US Dept of Commerce: Increasing Sales at Home and Abroad
- David Steinberger, Perseus Books, and Johnny Temple, Akashic Books: New Vistas in Independent Publishing

### Information and Registration

For more information and to register visit [www.pma-online.org](http://www.pma-online.org) and click on the 2008 Publishing University. There you will find a detailed listing of events, classes, tracks, and speakers, along with registration information and links to the BookExpo America travel desk. Note: nearby hotels are filling up fast!

### Featured Speakers Include PWSD Board Members

- **Andrew Chapman** will be speaking on a panel titled "Website WOW: Give Your Site a Marketing Makeover."
- **Paulette Ensign** organized and will speak on a panel titled "Transform One Product into Many: Expanding Both Your Product Line and Customer Base."
- **Bob Goodman** will moderate and **Karla Olson** will be a speaker on a panel titled "Build a Better Book: Book Packaging and Book Shepherding."

### PWSD Scholarship

At the January meeting, Andrew Chapman announced that the 2008 PWSD recipient of a scholarship to PMA-U is Krasna Svoboda. Krasna has agreed to attend a full slate of classes and report back to the membership in this newsletter. "I have an 'in' with the newsletter editor," she said. "There will be plenty of coverage!"

### Planning to attend BEA or PMA-U?

If so, don't let overstimulation and info overload keep you from getting the most out of either event. PWSD is offering a special orientation meeting before the big event to help you navigate like a pro. Time and place to be announced.

We'll discuss the best ways to approach both. PMA-U is a gold mine of information and networking. BEA is an irrepressible tsunami of professional excitement. PWSD can be your compass for navigating these events.

Learn how to get the maximum benefit from the classes at PMA-U and how to fast-track your professional growth. Then discover the practicalities of working one of the biggest trade shows you'll ever see—from making appointments to staying comfortable.

**Please let Bob Goodman know you're interested at [rg@silvercat.com](mailto:rg@silvercat.com)!**



## Five Main Components of Networking

...Gerry Rose, *Integrity Networking Solutions*

So you have decided to grow your business. You want to take it to the next level. Great!

You also have limited marketing dollars. Hiring salespeople is out. Print advertising is too long-term and expensive. What about the most effective tool of all, word of mouth? Here are five tips to get you more prospects and referrals.

### 1. Target Your Networking

Consider targeting large organizations such as trade associations, chambers of commerce and referral groups. Where do you start? Find your target market or find people who can introduce you to your target market.

Ask yourself about each organization: "How can I get the maximum networking out of being a member?" For example, when joining a chamber of commerce, engage yourself with people who can use your products or services. Can some of these people get you in front of other people who can use your products or services?

### 2. Meet People.

When meeting people, how will you attract relationships with them? Ask yourself, "Am I someone that I would want to approach?" Wear your company's logo and your name on your lapel, and bring high-quality business cards and flyers to present. What is your style? Do you look like a successful representative of your publishing-related business?

Look for people who need a friend; approach them with a smile, an extended right hand, and a twinkle in your eyes. Be the host, introducing people to others, even those you have not met.

### 3. Give Clear Signals

Plan what to say to the people you meet. Is your message clear and

concise? Does it cover your key products and services? Is your message consistent, hitting the target market at which you are aiming?

Have two or three messages that meet the needs of different people, and memorize your messages. Three to five minutes with each person you meet is normally sufficient to establish a good first relationship.

Decide if this is someone who will do business with you, or lead you to business, or perhaps both. Be sure your message is gracious and enthusiastic without being boisterous. Know specifically what you want and ask for it, but don't sell at networking events.

### 4. Follow Up

Once you have met a new person, think about how to stay in contact.

When first meeting, ask for their business card. Note on the back of the card where and when you met, what you discussed, and how you might help each other. This is most important because weeks or months could pass before your next contact and it helps if you can remind the person where you met.

Be sure to enter all the data into your contact database. *Continue to follow up.* Establish a time to meet to understand each other's needs. Agree to talk over the telephone to set up a meeting time. Or your next interaction may be by email. Visit their websites and blogs; reply if appropriate. People usually love it when you take the time to get to know them.

### 5. Build Success With Referrals

Maintain a base of 12 to 16 people with whom you exchange referrals. These people will become your "strategic alliance," aka "power partners." Giving a referral is the easiest and lowest cost thing you can

### Pre-Networking Checklist

excerpted from *Brian Jud*,  
[www.bookmarketingworks.com](http://www.bookmarketingworks.com)

- What is my objective? What specific information do I want?
- Who is the referring person? Why did they refer this person to me?
- What do I know about this person? How can I get background information?
- What is his/her contact information (address, phone, email)?
- What benefits are most relevant to this person?
- What should be in my 2-minute presentation to this individual?
- How can I help him/her?
- Do I need to send information in advance? Is my resume updated for this purpose?
- What information do I need to bring with me?
- Where and when will we meet? Did I confirm the meeting?

do, so be in a position to give, to receive and to give again. You will find that following this principle will make you very popular among the most successful business people in your community.

**Gerry Rose** is a PWSD member and runs INTEGRITY Networking Solutions in Oceanside, helping clients attract the right prospects and generate more referrals. Gerry does one-on-one consulting and makes presentations and keynote speeches. His book series, *Unlimited Prospects*, *Unlimited Referrals*, are available on his website, [www.integritysd.com](http://www.integritysd.com). You can also reach Gerry at 2103 Wedgewood Drive, Suite 100, Oceanside, CA 92056, telephone (888) 584-7073, and e-mail [gerry@integritysd.com](mailto:gerry@integritysd.com).

## PWSD Bulletin Board

**Welcome New PWSD Members!**

Joanne Brouk  
Deborah Craft  
Karla Ogilvie  
Harold Rongey  
Rick Simoni  
Larry Wampler

**And Renewing Members!**

Tim Barger  
George Goddard  
Nancy Gordon  
Jan Loomis  
David Yokac  
Joan Yokac  
Diane Welch  
Jim Whiting

**\$50 PMA-U Discount for PWSD Members**

As an incentive for PMA Affiliates and their members to attend Publishing University, PMA is offering a \$50 discount on early-bird registration.

Enter the code **AFF08** on your registration form to receive this discount.

For details and prices go to: [http://www.pma-online.org/pubresources/exhibits\\_pma.aspx](http://www.pma-online.org/pubresources/exhibits_pma.aspx)

**CALL FOR CONTRIBUTIONS**

I'm working on a new book in the **JUST FINE** series. This book will profile those who live with mood disorders such as depression, anxiety disorder, social anxiety, panic disorder, ADD, phobias, obsessive-compulsive disorder, post-traumatic stress disorder and sleep disorders.

If you or someone you know has one of these and would be willing to respond to a short questionnaire via email or be profiled in the book, please contact me at:

[writefaceforward@Yahoo.com](mailto:writefaceforward@Yahoo.com). I especially need input from men, and from mental health professionals such as social workers, psychologists, and therapists.

Thanks! *Carol Sveilich*

**PWSD Volunteer Opportunities!**

Here are a few ways you can help PWSD be even better than it is:

**Outreach:** Talk about PWSD at the other groups you belong to! Writers and publishers show up everywhere! Let people know what a great group this is, when our meetings are, and that they are welcome to join us.

**Outreach Coordinator:** We need someone to keep track of where word is getting out, and support the effort with information and materials.

**Independent Publishers of the Southwest Catalog:** Be the PWSD liaison for the joint catalog of PWSD, Publishers Alliance of Los Angeles (PALA), and Arizona Book Publishers Association (ABPA). This is a terrific opportunity to jointly market our books online and in a catalog distributed to bookstores, libraries, book fairs and more throughout the Southwest region.

To step up to the plate or for more information, contact Karla Olson at (760) 840-9552 or [karla@bookstudiobooks.com](mailto:karla@bookstudiobooks.com). Thanks for your help!

**NOTICE OF AWARD**

Congratulations to Carol Sveilich, whose book **JUST FINE: Unmasking Concealed Chronic Illness and Pain** was awarded first place in the Health/Medicine/Nutrition category of the Independent Publishers Book Awards. In the past, Carol received the ABC News Channel 10 Leadership Award for her service in the San Diego community.



Her book website [www.writefaceforward.com](http://www.writefaceforward.com) discusses her work with people who live with easily concealed chronic illness and pain. FREE COPING TIPS are also available.

**Story from Nancy Gordon**

Nancy Gordon sent us a great story about the day she and her dog Pink met Betty White. Marketing opportunities are found when you least expect them! Or, as Nancy says, "When the Spirit (however you name it) conspires, it's a blessed day."

To read the full story, go to [www.publisherswriters.org](http://www.publisherswriters.org), then to "News," and follow the links.

# Q&A

**David Boyne**

**db@GreenFlashPublishing.com**

**webmaster@publisherswriters.org**



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## Are you a Writer? Publisher?

I guess I'm Bi. I'm a writer, but I'm also SPV Positive.

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## SPV Positive?

Self-Publishing Virus. I've had it since I was born—I've been in printing in one form or another since I was 19. I even used to talk about typography on first dates! But I didn't admit that I was SPV Positive until I lived in Portland—Ground Zero for the 'zine epidemic in the 1990s—when I began self-publishing my stories in *Wet Dog Magazine*. I wrote all the stories and articles myself, but used pen names so folks thought *Wet Dog* was HUGE. I had maybe 50 subscribers, and I distributed extra copies via bicycle to cafes, theaters, bookstores. Eventually Powell's Bookstore stocked issues and Jeff Baker, the *Oregonian's* Book Editor, reviewed *Wet Dog*. When it became successful, I ran away to San Diego.

After a brief remission my SPV flared up again in the form of *WritersMonthly.com*, a web magazine I published. No one else would give me a platform, so I made my own. I disguised my column of pig-headed essays (I call them slants) in a 400-plus-page website that published 150 other writers. When it started to succeed, I quit.

After another remission ended in 2004 I began publishing the print magazine *WORD|san diego*, with a press run of 10-15,000 copies and loyal advertisers like Harcourt and UCSD Extension. I got to mix it up with all sorts of fascinating folks—but as soon as it was on the verge of being wildly successful, I abandoned it.

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## What are you up to these days?

My SPV bloomed permanently on my 50th birthday last May. So I'm dealing with it. I'm developing a new company, Green Flash Publishing. (The website, [GreenFlashPublishing.com](http://GreenFlashPublishing.com), will be online this spring.) I'll be self-publishing *Velocity*, *13 Stories of Remaining in Motion*, a collection of my short fiction, and *I Could Be Wrong, But...*, a collection of my slants and columns from *WritersMonthly.com*. I'm also actively looking for other properties to develop. One I'm looking into is a perennial niche book with the working title, "How to Own a Thoroughbred Race Horse for Under \$2000," and another with the working title, "The Pannikin Café Chalkboard: A Portable Gratitude Journal."

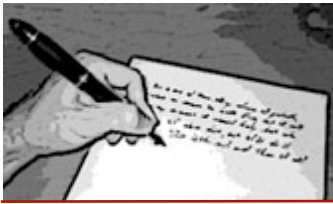
I've also written my first novel, *My Life and Death in a Parallax World, The Privately Published Memoir of Ogelsby Franklyn Young*. I'm going to look for an agent and explore traditional publishing for *Ogelsby*, but if that doesn't turn up anything exciting, I'll just let my SPV run its course through Green Flash Publishing.

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## How does PWSO fit in for you?

As an SPV Positive, you can understand what it was like for me to walk into last December's annual PWSO party. I looked around, saw all these brilliant, eclectic, eccentric creative misfits talking about writing AND publishing. I thought, "Whoa!—I'm home." So I threw myself at Paulette Ensign and Andrew Chapman, who are graciously letting me help with the PWSO website. This has happily kept me off the streets.

A quick word to my fellow SPV Positive friends: Don't ever feel ashamed of your condition. After all, you're in good company. And with the miracle of the Internet, and technological advances in graphics software, desktop publishing, and electronic distribution—from PDFs to eBook Readers to pod-casts—an SPV Positive guy like me can look forward to many happy, healthy, productive years.



# Publishers & Writers of San Diego

## From the Editor

### CLOSING DATE FOR THE NEXT ISSUE IS MARCH 3.

I'm always on the lookout for Regional Calendar Events, news tidbits about major developments in your own publishing life that you'd like to share, and information on other groups of publishers and writers in the area.

And don't forget to brag about your latest releases in the Members Bookshelf. Our newsletter subscriptions are growing—many non-members also subscribe—so this publicity for your books goes farther each month!

*Happy Valentine's Day to All*

## Regional Events

**February 15–18, 2008**

**The 22nd Annual Southern California Writers' Conference.**

Location: Crowne Plaza Hotel in San Diego  
Information: <http://www.WritersConference.com>

**February 18, 2008, 6:30 pm**

**The San Diego Writers/Editors Guild**

A Day in the Life of a Large Metropolitan Newspaper Book Section Editor.

Location: Joyce Beers Community Center in Hillcrest  
Information and a map: <http://www.SDWritersGuild.org>

**February 22, 23, and 24, 2008**

**Bridging Heart and Marketing Conference**

This is the first-ever soft-sell Internet marketing conference. If you've always felt uncomfortable with hard sell, you'll like this one. Speakers include Judith Sherven, Jim Sniechowski, Mike Filsaime, Scott Martineau, Jody Colvard, Beth Davis, Donna Fox, and Tom Justin.

Location: The Westin Hotel next to the Los Angeles Airport  
Information: <http://www.bookmarket.com/softsell.htm>

**March 24, 2008, 6:30 pm**

**The San Diego Writers/Editors Guild**

A Day in the Life; Self-Published Writer Panel Discussion.

Location: Joyce Beers Community Center in Hillcrest  
Information and a map: <http://www.SDWritersGuild.org>

**May 27-29, 2008**

**PMA Publishing University**

Location: Wilshire Grand Hotel, Los Angeles  
Information: [www.pma-online.org](http://www.pma-online.org)

**May 29-June 1, 2008**

**BookExpo America**

Location: Los Angeles Convention Center  
Information: [www.bookexpoamerica.com](http://www.bookexpoamerica.com)

## MEETING

### FEBRUARY 23

Members & Non-Members  
Welcome—Register at  
[www.publisherswriters.org](http://www.publisherswriters.org)

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