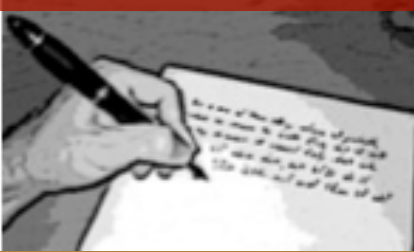


# Publishers & Writers Monthly



## NEXT MEETING

**AUGUST 30, 10:30 AM**

**OPEN FORUM**

**WE Are the Experts!**

**Doors Open at 10:00 a.m.**

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PWSD is an affiliate of IBPA, the Independent Book Publishers Association; SPAN, the Small Publishers Association of North America; and SPAWN, the Small Publishers, Artists and Writers Network.

## Who Knew?

... **Paulette Ensign, PWSD VP-Membership**

Did you know that among our members are people who have expertise in nutrition, Saudi Arabia, animal rescue, human safety, boating, business management, humor, the recovery movement, yoga, mathematics education, science education, babies, self-improvement and much, much more in fiction and non-fiction? Are you aware that we have several members who are journalists, with both local and worldwide experiences?

How about that there are members who have published things other than books? We have publishers of greeting cards, magazines, audio programs, booklets, articles, stories and lots of other non-books.

And let's not forget those members who provide services to the publishing industry in the way of editing, book packaging, marketing and general publishing business consulting.

There are lots of reasons you may not have known some or any of this. It could be the members in question have kept their expertise a big, deep, dark secret. Plenty of introverts are drawn to the world of publishing. They haven't sent in their 50-word blurb for the PWSD online Member Directory. Or maybe they weren't at a meeting when you were. Or they came to a meeting just before it started and left immediately when it was over. Or they were there before or after but the two of you didn't connect. Or they connected with you, and never said what they are about. Or they said what they were about and you didn't quite hear or remember it.

You can change this, and increase the benefit of attending meetings and being a member. What do you think would happen if you challenged yourself to connect with three people at each meeting? Even if their expertise is not of particular interest to you, some great things could happen. They may have a contact for you (or you for them) for something you need now or in the future, professionally or personally. One of you may give the other an idea not previously considered from within your own perspective. Or, at the very least, you may find a new friend. And that's hardly a bad thing.

Publishers and Writers of San Diego has evolved into quite a fascinating bunch of folks. Do what you can to get to know a few more people. You'll be glad you did.

## August 30, 2008 PWSD Meeting

### Open Forum: Questions & Answers from the Experts

We *are* the experts! Come to the meeting and ask all the questions you want. It's guaranteed that others in the room will have information, experience and insights to share. This is one of our most popular events, held only twice a year. A great chance to get to know PWSD members, too, and members and non-members alike are welcome. Doors open at 10:00 a.m. at the Encinitas Public Library. \$10 members; \$15 non-members. **Register at [www.publisherswriters.org](http://www.publisherswriters.org).**

## What Is Branding?

...Andrew Chapman, PWSD President



There are a number of definitions for branding, but the one I like the most—and which I think applies most to authors and publishers—is this: *Creating a unified message that communicates your uniqueness, focus, values, and promise.*

*focus, values, and promise.*

It's a process, and the result is your brand. While we often think of a brand as a product or a product name, the definition of "a brand" is actually much broader: the entire experience the public has interacting with you. And inherent in that experience should be a promise, a promise of what the customer can expect when interacting with you.

Think about this, because successful branding means understanding the meaning of this definition. To put it simply, it's everything you do. It is your name or organization's name, its appearance, its behavior and actions, its products or services, its people, its materials. It's the sum total of every way you interact with the public.

### Branding Applies to Everything

What's important to note is that branding can be applied to anything, and anything can be a brand. It can apply to you, your company or organization, a program within your operation, an event, a publication, virtually anything. For example, a self-published author can create two distinct brands—one as author, one as publisher. The publishing brand may be more serious and corporate, while the author brand may be more fun and frivolous. Or a serious nonprofit organization with a conservative image may put on an event that's branded as more or less a wild party.

And what's even more important to note is that—to paraphrase a t-shirt and bumper sticker saying—branding happens. You *will* be branded. People *will* have an impression of you or your company or your offering. The key is to take control of that process as much as possible, be proactive, and create the brand you want. Branding happens whether you do it or it's done to you. Better to create the impression you want your audiences to have than to allow them to create their own impressions.

Keep in mind that branding doesn't happen overnight. Well, usually. If someone is convicted of murder and his name and face is plastered all over the papers, I'd venture a bet that he will be branded pretty

quickly. But the good kind of branding, the kind you control and want, doesn't happen so quickly. Consistency is the key. A long-lived constant message has more staying power than a short flashy one. Think of it as building a trusting relationship with your audiences—as with any other trusting relationship, it's developed over time, with effort and care.

### Branding is Different from Marketing

Lastly, let me give you a brief distinction between branding, marketing, advertising and PR. These terms are often confused and used interchangeably.

- *Branding* is creating the singular message that will permeate through all your marketing.
- *Marketing* is simply the totality of all of your efforts to promote yourself.
- *Advertising* is one arm of marketing, and is the paid and controlled communication of your message.
- *PR, public relations*, is the other arm of marketing, and is the unpaid and somewhat uncontrolled communication of your message. You control that your PR messages are out there, but you don't control how and when they'll be used.

So, branding is the foundation upon which all other communication of your message is built. You'll hear the term "brand platform" in this program, and this is why it's called a platform—because everything else stands on it. And your brand platform is based on your focus and differentiation.

## Whiting's World



“Wow, Grandpa! Act out that part where ‘He huffed and he puffed and he huffed and he puffed’ again, will ya?”

## A Reluctant IBPA University/BEA Attendee ...PWSD Member George Goddard

“Georgibald, \$575 for IBPA University? Plus \$55 for one day at BEA? Plus the gas for going up to and back from LA, going back and forth to the hotel each day, parking expenses and not working for four days? And don’t give me this baloney about making contacts—who wants to contact you? All the important people will be contacted out before you even approach them.”

“Look man, save all your money. Go to the IBPA University website, find out who the instructors are, go to their websites, get the same information and you’ve saved a bundle. Get your book done, forget about this conference.”

That’s what I told myself. However, I also thought it might be a long time before I could attend another Publishing University and BEA without paying airfare or hotel expenses. (I stayed at my brother’s.) Maybe I would feel some electricity in the air. I might even make one or two contacts. And if I got to talk to someone like John Kremer for six minutes, that’s worth \$50.

### What Happened

I learned there are distributors like Midpoint Trade Books who will take one-book publishers. I learned that Charlotte Cook, the president of Komenar Publishers, specializes in first-time novelists who typically have no platform. I learned that Pamela Schwagerl started studying publishing while raising and-home schooling her six children.

There was the electricity of hearing Dominique Raccach of Sourcebooks speak about her failures, successes

and her passion, poetry. There was the surprise that a weirdo walking around with a humongous nametag coat, 2½ by 2 feet, was my last instructor, Scott Ginsberg, “The Nametag Guy,” along with BuzzMaster Bob Baker. There was an electricity in thinking “Maybe someday I can become a ‘weirdo’ too.”

I was waiting to be approached by an angel:

“Hi, I’m Satish Paramagiri, book psychic. This morning I had a vision of you on Oprah and your series selling 300,000,000 books. Shall I introduce you to the CEO of ...”

I didn’t sign any deals, but I did meet other publishers at about the same place I am, who will help expand my network, who can help me sell books while I can do the same for them.

The last night, while some of us were waiting for our cars in the garage of the Sheraton, I met Connor Gifford, a 26-year-old author who has Down syndrome. He has written *America, According to Connor Gifford*, 52 short chapters that include his drawings. After talking to Connor and his co-author, Victoria Harris, I wondered: “Where is Satish Paramagiri?”

I see Dominique Raccach, Scott Ginsberg, Bob Baker, Pamela Schwagerl, Satish Paramagiri, Victoria Harris and especially Connor Gifford encouraging me to finish my book, maybe even pointing their fingers at me as if to ask:

“What’s happening, Dude?”

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## Volunteer to Help Make Our Organization Even Better!

...Karla Olson, PWSD VP-Volunteer

We are reveling in our 100-plus membership and all that we can do with it—strength in numbers and all that jazz. Of course, action takes effort, and there are a number of volunteer positions that must be filled in order to keep this group running smoothly. They include:

1. *Monthly Program Article*: Turn your program notes into a short article for the newsletter. If you volunteer to do it soon, I won’t have to bother you for another couple of years! I need one volunteer every month.
2. *Meeting Set Up*: We love the new location, but we’re required to set up the chairs ourselves. Many hands make quick work, so please arrive about 9:40 and help us get the room ready. And you will be in place as soon as the doors open for great networking.
3. *Meeting Tear Down*: What goes up, must come down. Please stick around for a few minutes after the meeting to help us put the chairs away again.

Please let me know what you can do to help our group thrive. You can reach me by email (karla@bookstudiobooks.com) or cell (760-753-2279). Thanks in advance for your effort.

Thanks for your help!

*Karla*

## June PWSD Meeting: Special Speaker: Susan Simpson

...PWSD Member Cynthia Acree

Saturday, June 28, PWSD welcomed expert librarian Susan Simpson, head of Acquisition and Development for Carlsbad Library.

Today's libraries, stocked with computers, E-books, and DVDs, may have left the "Marian the librarian" era behind. Ms. Simpson explained how library systems work and answered the two questions on everyone's mind:

1. How does the Carlsbad Library acquire new books?
2. How can I convince Carlsbad Library to buy my book for its collection?

### How Libraries Work

The American Library Association (ALA) is the umbrella organization for libraries and librarians. Visit the ALA website for answers to questions that authors and publishers commonly ask. You'll also find fact sheets on how to successfully market to libraries.

Each library makes its own buying decisions, although larger systems may centralize this function. All libraries place "firm orders" for books. This means you'll never find library purchases in the "Books Returned" section of your royalty statement.

### How Does the Library Choose Books to Buy?

The Carlsbad Library orders books in two ways.

Standing orders are every author's dream. The library places standing orders with known, trusted publishers who continue sending the books until the library cancels the order. Common standing order books include:

- Large print books or others not widely available
- Travel books
- Audio books
- Newspapers and online databases

Firm book orders are another good reason to be happy. At the Carlsbad Library, twenty "subject buyer" librarians

recommend individual book purchases to Susan. Each buyer works with an annual budget to purchase new books in topic areas that include:

- Sports and recreation
- Pets and garden
- Adult DVDs (not what you're thinking)
- Computers, religion, and online databases
- Children's books

### How to Convince the Library to Buy YOUR Book

We all know we first need to write a great book. To raise your success rate, Susan advised us to write about a topic popular with book borrowers. Carlsbad patrons, for example, enjoy books on military subjects, non-reference nonfiction, biographies and memoirs.

Second, make your book easy for buyers to find. Librarians spot new books in four places:

1. Book reviews
2. Direct mail, usually flyers, or catalog
3. Presentations, programs and exhibits
4. Conferences and trade shows

Third, think "local" to give your book an edge over the competition. Authors automatically win extra points with libraries if they live in San Diego County, or their book is on a local subject, such as the Del Mar Fairgrounds.

## Miss A PWSD Meeting or Special Event?

Download Audios at  
[www.publisherswriters.org](http://www.publisherswriters.org)

Finally, make librarians happy by offering a trouble-free book—one that is

- Easy to buy through book wholesalers or Amazon,
- Well bound, and preferably not spiral bound,
- Printed on quality paper, especially if it includes pictures, and
- Easy to catalog using the data your book provides.

Marian the librarian may have left the building, yet one truth may never change: If you want to become well read, start at your local library!

### A Satisfied Member Writes To Say . . .

The June meeting of PWSD was excellent. I appreciate the valid info on an otherwise unnoticed subject. Thank you for your care and attention.

—Jean Douglas

Thanks for letting us know, Jean!

### CARLSBAD CITY LIBRARY



1775 Dove Lane  
(760) 602-2049  
Monday-Thursday 9am-9pm  
Friday & Saturday 9am-5pm  
Sunday 1-5pm

## 2009 San Diego Fair PWSD Book Booth Proposal

. . . George Goddard, PWSD Member

Visualize yourself at the PWSD Book Booth at the 2009 San Diego County Fair. Attracted by your display sign touting your books, thousands of fair goers buy your books. The local and national media come by to see the first bookstore the county fair has ever had, which increases your sales tenfold.

Here some facts to consider to make this dream a reality.

1. There are thousands of fair goers, with open pocketbooks and no literary competition.
2. They're not really looking for ice cream, popcorn or jewelry, they're looking for books.
3. Using this year's information, we can get a 10 x 10 booth for \$970.
4. If the fair runs for 22 days in 2009, from 10 AM to 10 PM, and we split each day into two six hour slots, we have 44 slots.
5. Suppose we have two authors or publishers working the booth for each. So the if we divide 44 into \$970 we get \$22.05 and since we will be working in pairs that would be a whopping \$11.03 for six hours. *We could do this!*

### **Sell Your Own Books**

To make things easier, I suggest that participants bring their own books, sell their own books and then take them home (if any books are left). You would not be taking care of others' books.

These are just some preliminary figures and ideas to get started on our fantastic 2009 adventure. We'll want to know how many people are interested in participating. Who would be interested in designing our booth layout? In designing a PWSD display sign?

### **Organizing Meeting August 30**

We'll need to have discussions and meetings to make this a reality. **Our first meeting will be at 12:30 p.m. August 30**, right after the PWSD Open Group Discussion and Q&A.

Please contact me, George Goddard, at [ggworker@pacbell.net](mailto:ggworker@pacbell.net) with your ideas or questions, or if you'd like notes from our meetings.

So how many books do you think you will sell at the County Fair? How many media persons will you attract? Will six hours at the county fair be the start of your six-figure income?

## Members' Bookshelf: Tim Barger, Selwa Press

*Arabian Knight*, by Thomas W. Lippman

**PWSD Member Tim Barger, Selwa Press, is delighted to introduce the pre-release of Tom Lippman's masterful biography of the Arabic-speaking Marine who permanently formed US policy in the the Middle East.**

Now available exclusively from [www.AramcoExPats.com](http://www.AramcoExPats.com), the long-awaited biography of an extraordinary but unheralded Marine officer, by one of the nation's leading experts on the Middle East. Fascinating in its detail and sweeping in its scope, *Arabian Knight* is the rare book that fuses biography and political history into a compelling, enlightening read.

It is the story of a warrior, a scholar, a



sPYmaster and a diplomat. It is the story of Colonel Bill Eddy—a Leatherneck for all seasons.

Author Thomas W. Lippman has reported from the Middle East for more than three decades. A former Middle East bureau chief of the Washington Post, he is the author of four previous books about the Arab world, Islam and American foreign policy.

## Bookstore Distribution—Self-Publisher's Dream or Nightmare? . . . Ron Pramschuer (*Reprinted with Permission*)

Remember the childhood story of the Emperor who had no clothes, but it took a small child to point it out? Well, I am a long way from being a small child, but I am going to blurt this out: “Bookstore distribution is publishing’s emperor with no clothes.”

Every self-publisher alive dreams of a mailbox full of bookstore orders. This dream is only slightly less popular than “wait until I get on Oprah.”

Some time back, I was quite vocal in touting a new book distributor, Biblio. As a subsidiary of the well-established National Book Network, they represented hope for the small publisher. Also a while back, a publisher could open an account with major book wholesaler Ingram, and gain access to a variety of book retailers. Then Ingram started forcing small publishers to either come to them through a book distributor or use their own struggling POD printer, Lightning Print. But few book distributors wanted to deal with small publishers, and the ones who did wanted to make money from upfront fees and storage, not sales to bookstores.

Biblio truly wanted to sell books to bookstores and help the small publisher. They charged very small setup fees and reasonable storage fees. The word spread like hotcakes, and their list of publishers grew. On the surface it looked as if a small press dream had come true. Unfortunately this dream turned into a nightmare not only for many small publishers but for Biblio as well.

My old friend Bob Johnson, co-author of *Publishing Basics*, is a case in point. Bob supported himself as a self-publisher for almost 30 years, selling to individuals and local shops. Then came a series of books that had a broad appeal and were perfect candidates for “traditional” bookstore distribution. With the help of his distributor, Bob was able to reprint twice and earn over \$30,000. That’s the good news. More than a year later, however, the distributor wrote Bob a letter looking for \$34,000 back. And not long after that, Biblio shut up shop. And they didn’t just close their doors; they shipped all their books off to another distributor. If you join the Yahoo Self Publishing listserv you can read more stories along the same lines. They’re not pretty.

What went wrong? I consider myself above average in my ability to spot scams, and once I find them I am not bashful in writing about them. But Biblio’s basic structure was sound. They seemed to have plenty of commissioned (i.e., hungry) salespeople with the experience to sell books.

And perhaps most important for the small publishers, they worked on a straight 60% discount—no hocus pocus or fuzzy math . . . a ten dollar book netted the author four dollars, period.

I believe their demise is due to the bane of the entire book industry: RETURNS . . . and lots of them. Everyone knows the evils of returns and I won’t belabor the point. Talk about a scam? Take Bob Johnson’s experience and multiply it by 100, 200, or 300 more publishers. It doesn’t take much imagination to see why Biblio is no more.

With no more Biblio, I thought it was time for me to revisit the whole distribution game. I was helping almost a thousand authors per year become publishers. Everyone thinks they want distribution but, at the end of the day, all they really want is to be listed with a wholesaler that can access retailers.

I used to be high on Baker & Taylor, but they seem to have become a giant can of worms—not for the weak of heart. While they have been around for years and will deal with small publishers for a price, most of what I read these days is bad, all the way from customer service to payment.

This left all roads pointing back to Ingram. I thought maybe I could become a limited distributor for the sole purpose of having books listed with Ingram. And Ingram was more than willing to set me up as a distributor.

Obviously, I wanted to avoid the Biblio mistake of paying out before books were returned. But that seemed easy; no money would go to the author until the last date of return had passed. If that date was 6 months, it was 6 months. If it was a year, it was a year.

So what was the flaw? ***Books are returnable FOREVER.*** What kind of crazy system is that? Bookstores pay their bills to Ingram with returns. Ingram pays their distributors with returns. If any real money changes hands, it is not by design. No wonder the big publishers are in such sad shape.

As a small publisher, let me tell you this: You do not need bookstore sales under these conditions. You can’t afford it. The Bookstore Distribution Emperor truly has no clothes. Stop wasting your time and energy looking for someone who can waste your money for you. You are more than qualified to do that on your own.

One book . . . One twenty dollar bill . . . Two books . . . two twenty dollar bills. That’s how the self-publisher becomes successful.

Contact Ron at [www.publishingbasics.com](http://www.publishingbasics.com).

# PWSD Bulletin Board

## Welcome New PWSD Member

Janice Biehl  
 Beverly Boone  
 Walter Carlin  
 Irina Gronborg  
 Denise Hornbeak  
 Diane Joswick  
 Hanna McGhee  
 Sylvia Keating  
 Gigi Orlowski  
 Elaine Parent  
 Pat and John Rains  
 Susan Simpson

## And Renewing Members!

Nesta Aharoni  
 Ruth Godley  
 Janice Mueller

## Red Letter Day for the Welches!

Wednesday, June 18th, husband and wife team Diane and Paul Welch had a media book signing event in the Director's Lounge in the Del Mar Fairgrounds' Grandstand building. Over 100 people came, noshed on fab food, watched the Welch documentary on the history of the Del Mar Fairgrounds, and bought signed books! Society photographer, Jon Clark, snapped photos for the *Rancho Santa Fe Review*; Josh Board, columnist from the *Reader*; interviewed invitees, and Perette Godwin from *CW5 News* promised to do a morning news feature in August. Not too shabby for a local pictorial history book! Visit Diane's website: [www.dianewelch.com](http://www.dianewelch.com)

*Congratulations, Diane!*

**Closing Date for  
 the next issue of  
 PW Monthly is  
 September 5th!**

## Sales Opportunity

### Save Money!

### Reach School Librarians in Florida!

Display Kids'/Teachers' Products with PWSD's sister organization, the Florida Publishers Association (FPA)

FAME (Florida Association for Media in Education, [www.FloridaMedia.org](http://www.FloridaMedia.org)) is set for **September 24-26**, at the Gaylord Palms Resort in Orlando. Attendees are school librarians. They welcome books from all across the country, including our neck of the woods, in their display

Display of each product in the FPA booth costs \$60 for publishers that are not members of FPA. (A booth of your own costs \$800.) To learn more about how to display with FPA at FAME, visit <http://www.flbookpub.org/fame.html>.

## WORD TRIPPER: FARTHER, FURTHER

"Farther" refers to a geographic distance; "further" reflects reasoning and is used with intangibles like time, quantity, etc. "Thinking about this further, I know I can drive farther today than yesterday."

Here's how Karen Reddick explains this pesky Word Tripper in her book, *Grammar Done Right! A Clear, Commonsense Approach to Grammar and Style*

- Use "farther" when referring to a physical distance.
- Use "further" to refer to abstract ideas or indicate a greater extent or degree and also for time.

From Barbara McNichol  
 ...[editor@barbaramcnichol.com](mailto:editor@barbaramcnichol.com)



# Publishers & Writers of San Diego

## From the Editor

**CLOSING DATE FOR THE NEXT ISSUE IS SEPTEMBER 5.**

This is a combined July-August issue. I had an unplanned little “vacation” while I recovered from an overdose of life. Hope you missed this newsletter! Write and let me know your news.

Many thanks to our contributors, especially to Cindy Acree for the summary of June’s meeting and George Goddard for two articles this month. Check out his idea about the 2009 San Diego Book Fair.

*Krasna*

## Events of Interest

**Monday, August 25, at 6:30 P.M.**

### The San Diego Writers/Editors Guild Monthly Meeting

Program: Jean Jenkins, long-time board member of the Southern California Writers Conference, speaking on “Everything You Ever Wanted to Know about Writers Conferences but Didn’t Know Who to Ask”

Location: Joyce Beers Community Center in Hillcrest  
Information and a map: [www.SDWritersGuild.org](http://www.SDWritersGuild.org)

**Friday, September 12 (evening) and Saturday, September 13 (all day)**

### Publishing Ed-U-Conference: Making Fat Sales During Lean Times

The Florida Publishers Association’s 2008-Conference will feature Brian Jud, who will present three segments: media appearances, special sales and marketing.

Information: [http://www.flbookpub.org/educonf\\_2008.html](http://www.flbookpub.org/educonf_2008.html)

Location: the Helmsley Sandcastle Hotel on Lido Beach in Sarasota, FL

**Saturday, September 27th, 1:30 to 4:30 p.m.**

### The Business of Publishing—A Talk and Q&A

Jerry D. Simmons, former Vice-President and Sales Director for The Time Warner Book Group, and with more than 25 years of major publishing experience. Presented by The Writers Studio, a 21-year-old writing school based in New York City’s Greenwich Village and founded by 2008 Pulitzer Prize winning poet Philip Schultz. The Writers Studio now offers fall, winter, spring and summer sessions, and is celebrating its fourth anniversary in Tucson. Visit [www.WritersStudio.com](http://www.WritersStudio.com)

Location: Ochoa Stained Glass, 3920 E. Fort Lowell, Tucson

Registration: Eleanor Kedney, [Eleanor@writersstudio.com](mailto:Eleanor@writersstudio.com) or 520-743-8214. A \$5 donation suggested to cover costs.

**Saturday, Sept. 27, 7 a.m. to 8 p.m., and Sunday, Sept. 28 7:30 a.m. to 5 p.m.**

### 36th Annual Wrangling with Writing Conference, “To Write and to Sell.”

Top publishers, agents, editors and keynoters will attend this affordable conference, valuable for both presentations and marketing opportunities. More than 30 workshops and keynote presentations, professional interviews and five meals, including a dinner and performance on Saturday. \$20 additional for each pitch or consultation interview with guest editors, agents, publishers and marketing consultants. Presented by the Society of Southwest Authors. \$275 for members and \$350 for non-members.

Location: Holiday Inn Palo Verde, Tucson

Information/registration: <http://www.ssa-az.org/conference.htm>  
or (520) 296-5299

**Saturday, September 20, 10:30 a.m. to 1:00 p.m.**

**The Independent Writers of Southern California (IWOSC)** presents “Crafting the Exceptional Magazine Pitch”—the dynamics behind creating a winning story pitch or query that will get the attention of editors. \$15 members; \$35 non-members

Location: Veterans Memorial Building, 4117 Overland Avenue, Culver City.  
Reservations required: (877) 799-7483, or [info@iwosc.org](mailto:info@iwosc.org).

## NEXT MEETING

**AUGUST 30, 2008**

Members & Non-Members

Welcome—Register at

[www.publisherswriters.org](http://www.publisherswriters.org)

## PWSD OFFICERS

**Andrew Chapman**

President

[Andrew@PublishersWriters.org](mailto:Andrew@PublishersWriters.org)

**Paulette Ensign**

VP-Membership, Treasurer

[paulette@tipsbooklets.com](mailto:paulette@tipsbooklets.com)

**Karla Olson**

Board Member

[karla@bookstudiobooks.com](mailto:karla@bookstudiobooks.com)

**Carolyn Fox**

Board Member-at-Large

[proofforconsequences@yahoo.com](mailto:proofforconsequences@yahoo.com)

## CONTRIBUTORS

Cindy Acree

Tim Barger

Andrew Chapman

Paulette Ensign

George Goddard

Karla Olson

Ron Pramschuer

Jim Whiting

*Krasna Svoboda, Editor*

*e-mail: [krasna.writer@mac.com](mailto:krasna.writer@mac.com)*

*Lynette Smith, Proofreader*

*[AllMyBest@earthlink.net](mailto:AllMyBest@earthlink.net)*

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