

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

September 2010

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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10 a.m. to 12 noon on the last Saturday of each month (except November and December), usually at the Encinitas Library, 540 Cornish Dr., Encinitas.

## **Membership**

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. Visit us online at [www.PublishersWriters.org](http://www.PublishersWriters.org) for information and to RSVP for meetings.

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Closing date for newsletter contributions is the **last day of each month**. Send contributions to newsletter@publisherswriters.org.

If you would like to sign up for a **member profile**, contact Lynette Smith at lynette@allmybest.net.

Next Meeting

Date: Saturday, September 25, 2010

Time: 10 a.m. to 12 noon

Location: Encinitas County Library, 540 Cornish Drive

Topic: The Latest and Greatest on Digital and Offset Printing

Speaker: Doug Strickland, CPS Printing

Doug Strickland from CPS Printing in Carlsbad will discuss the latest in printing innovations, from offset to digital, and he will cover all the possibilities of “green” printing that CPS has explored. Doug will also cover the marketing possibilities that digital printing has allowed, such as variable data printing. Finally, he will answer all your burning printing questions. With over 17 years in the industry, Doug has seen it all and has probably worked with or met everyone in the southern California MARCOM community. Experience, commitment and passion about business are helpful traits, but working for the most dynamic and diverse printing firm in southern California is why Doug’s clients benefit so greatly.

News/Announcements

10th Anniversary La Jolla Writers Conference November 5–7, 2010

Paradise Point Resort & Spa, San Diego, CA

\$100 Discount to PWSD members from now through September 30!

What does it take to get started writing? Can a few creative elements improve your writing? How do you write for marketability? What elements can improve your writing? What does it take to land a literary agent? How do you get a great review or endorsement? What method of publishing is right for you? How do you use your book to augment or improve your veracity or business model?

The La Jolla Writers Conference welcomes writers of all levels of experience for one purpose—to foster the creative and professional support necessary to take your writing to the next level.

This 3-day event, now in its 10th year, is hosted and taught by faculty members consisting of *NY Times* bestselling authors, top-level literary agents, publishers, publicists, distributors, and editors from all around the country. Conference attendance is limited to the first 200 applicants.

For more information about the conference, call 858-467-1978 or visit www.lajollawritersconference.com. To receive the discount on registration, visit www.lajollawritersconference.com/special.

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**LOOKING FOR NEW
CONTENT COORDINATOR;
WILL YOU HELP?**



Upcoming Read Local San Diego Author Events

Here are some exciting upcoming
Read Local San Diego opportunities:

Saturday, October 9, 10 a.m. to 3 p.m.: San Diego County Library Book Festival (held at the Encinitas Library)

RLSD will have two tables, one for authors and their books, and another for books only.

Author Table: We still have slots available from 11:45 to 1:30, and one slot from 1:30 to 3. Each author slot is \$25.

Book Table: If you would like your book to be displayed throughout the day, please drop a copy of your book by 9 am, and we will display it on the book table. I encourage you to create a flyer, bookmark, or postcard with information about where to buy the book to be displayed with the book. You are also responsible for supplying your own book stand, or your book will be displayed flat on the table. Cost for displaying on the book table is \$10 for the whole day.

Sunday, November 7, 9 a.m. to 4 p.m.: Carlsbad Street Faire

The Carlsbad Street Faire slots are filled, but please come by and support Read Local San Diego and your local authors.

Sunday, November 21, 9 a.m. to 4 p.m.: Encinitas Fall Festival

RLSD has two booths at this festival since we had a great deal of demand at the last festival. We have space for 6 authors in each time slot: 9 to 11:30, 11:30 to 1:30, and 1:30 to 4. Each slot costs \$25.

Sunday, December 5, 9 am to 3 pm: Carmel Mountain Ranch Holiday Festival

We have space for 2 authors 9 to 11 and one author 1 to 3. Each slot costs \$25.

If you're interested in participating in one or more of the above events, send an email to karla@sandiego.readlocal.org with your preferred time slot. Karla will assign the slots first come, first served. If your preferred time slot is filled, she will suggest another. Send a check, made out to RLSD, for the total amount (\$25 per author appearance, \$10 for book display at the October 9 event). Please send the checks to RLSD, P.O. Box 235204, Encinitas, CA 92023.

Remember, if you have a later time slot for an event, you may bring your book at the beginning of the event and we will display it all day. I encourage you to create a flyer, postcard, or bookmark to hand out to passersby, with information on the book and where to buy it. Please don't hesitate to contact Karla if you have any questions.

Let's make books a great holiday gift this year!

August 2010 Meeting: Open Forum

Submitted by Alice Louise Karow

PWSD's August, 2010 meeting was an Open Forum for questions and answers. This is a meeting many members look forward to, because it allows participants to share their resources and expertise as well as ask for specific advice from the group at large.

Before the open session, Kendell Lang, CEO of World Class ID, spoke briefly about social media marketing and search engine optimization, citing the plethora of social networking sites now thriving on the Internet. Facebook alone has 450 million members, and what started as a fun way to keep up with friends and relatives is now a powerful vehicle for PR and marketing. Kendell shared a handout, "Top 10 Social Media Marketing Tips for Authors." His company at www.WorldClassBookAgency.com helps simplify and expedite online marketing using automated social media broadcasting software which sends a single message to 350 social media networking websites simultaneously.

Antoinette Kuritz, President of STRATEGIES Literary Public Relations, the host of Writers Roundtable Radio Show, and the founder of La Jolla Writers Conference, spoke about the upcoming conference on November 5–7 and offered PWSD members a \$100 discount. The three-day event gives writers and aspiring writers the opportunity to meet with leading authors, editors, and literary agents in an informal workshop setting. More information is available at www.LaJollaWritersConference.com.

The Open Forum covered these topics:

Blogging:

- The ideal length for a blog post is between 250 and 500 words. Readers online don't have the patience for longer posts.
- To keep readers' interest on your main page, post the first paragraph (2 or 3 sentences) and then let people click on "read more..." for the rest of the post.

Social media:

- Post your YouTube video as a response or answer to a related video with a large audience.
- Create and post a video "book trailer" like a movie trailer; keep it short at two to three minutes.
- Find your target market on Twitter by asking a question that others might ask of you about your book or subject matter; use it like a search engine.
- Claim your social name and use it consistently on Facebook, Twitter, your blog, etc., to brand yourself.
- Set up Google alerts and receive an RSS feed using your keywords.
- It's not about what you want to say; it's about what others want to hear from you.

Self-publishing companies:

- Lulu.com is easy to use and free.
- Xlibris.com does a lot of the work for you, including obtaining your ISBN number, registering copyright, and distributing through Ingram, Amazon, and B&N.com.
- Balboa Press is a new self-publishing division of Hay House, recommended for authors of self-help and inspirational books.
- CreateSpace.com, Amazon's self-publishing arm, also issues music, video, and Kindle e-books.

Caveats for those considering self-publishing:

- Have your book cover professionally designed.
- Make sure your manuscript is edited and ready to go when you submit it, or you'll pay extra to make corrections.
- Above all, read your contract carefully (or have your attorney review it) before signing with any publisher!

If you're going with a conventional publisher, your query letter should be no longer than one page.

Download a query letter at www.Lukeman.com.

The liveliest discussion was about the issue of copyright, fair use, and getting permission from sources you reference or quote in your book. Your copyright can be registered for \$35 through the Library of Congress at www.copyright.gov. A book's title can't be copyrighted, but the name of a series, like Chicken Soup for the Soul, can be copyrighted. The issue of fair use is a bit vague and depends on how much of another author's information you use and how central that information is to the content of your book. Is it mandatory to obtain written permission from sources or is it sufficient to acknowledge them by using footnotes? The best advice is to consult an intellectual property attorney such as PWSD member Valerie Nemeth in Encinitas. She can be contacted through www.entlawyer.com.



Six Quick Tips for Twitter Success

1. A bio is a must. A recent Harvard Business Review study showed that 82% of unsuccessful Twitter accounts have little or no bio information.
2. You should provide more than 3 links per 20 tweets and you should update more than once a day.
3. If you don't provide links in your tweets, you should plan to post more often (studies suggest as much as 6 times a day). You should have no more than 15 updates a day.
4. Twitter names are becoming like URLs were in the early years of the Internet. Make sure to grab all your branding and your name.
5. Don't use underscores ("_") when you're creating a user name. Not only does it look amateurish, but a number of spammers have hacked into Twitter that way. You don't want to look like a spammer.
6. Always engage and reply to the @reply responses on Twitter. Why? It's important to engage your followers, and those @replies help with your Twitter ranking.

Word of Mouth

Jack Canfield and Mark Victor Hansen's *Chicken Soup for the Soul* did not hit the best-seller list until 18 months after it was published. Meanwhile, the authors did workshops around the country and gave five to 10 radio interviews a week. The book went on to sell almost a billion copies and spawned follow-up best-sellers.

Publishing people believe what movie people believe: Word of mouth is the most powerful form of promotion, period, amen, end of story. You can read reviews and articles about authors, see the ads, and maybe even hear authors speak, but still not be totally convinced. But when someone whose judgment you respect tells you, "You must read this book!" you're a believer.

Andrea Brown, a literary agent who specializes in children's books, finds that this is especially true with children's books. Booksellers who hand-sell their favorite books can create best-sellers, as can parents, librarians, teachers, and even kids themselves.

The goal of everything done to promote books by unknown writers is done to generate a critical mass of people who love them. If a book can convince enough people to praise it with enough fervor, the book will succeed. Once that happens, an unstoppable army of fans will keep winning victory after victory for the rest of the author's career.

Convincing people to buy a book is a victory, but a short-sighted one. Sure, the author will receive a royalty check. But we'll bet that you have bought at least one book that, despite your best intentions, you've never read.

If you're like us, your fantasy is that book buyers will take your book home, do nothing else except breathe until they finish it, and tell everyone they know to read it. Is that too much to ask?

Publishers have three approaches to making that happen. The most likely way for a book to reach the best-seller list is if an author's previous book was on it. Once word of mouth elevates sales to that lofty level, a book benefits from the self-fulfilling momentum of appearing on the list. Then future books benefit from the sales momentum of previous books. So as long as the author's books deliver and they are well promoted, an author can stay on the list for a lifetime.

Books by best-selling authors have six- or seven-figure first printings and may have a laydown date on which booksellers can start selling them. The purpose of a large first printing with a specific on-sale date is to trigger an explosion of sales that will immediately catapult a book onto best-seller lists in as high a position as possible. This is the publishing equivalent of the opening weekend box office sales that enable movie people to gauge the movie's eventual receipts.

Making the list for the first time, however, continues to become more difficult, especially for fiction, which is harder to promote than nonfiction. People are less willing to pay even discounted prices to take a chance on a novel by a new author that may not be worth the money or, even more valuable, the time to read it.

This is one reason it can be easier for novelists to break in by writing genre fiction like mysteries and romances that are published as mass-market originals. When they have enough fans, their publishers will start publishing them and promoting their books to their waiting readers.

But even if a publisher goes all out for a new author, the proof of whether their efforts are justified is still in the reading. Despite all of the persuasive hoopla publishers can produce for books, if a book doesn't deliver, it's a lost cause no matter how much money the publisher throws at it. The moment they realize it's hopeless, they'll drop the book in a New York minute and move on to the next likely prospect.

Without an author's previous appearance on the best-seller list, large subsidiary rights sales, rave prepublication reviews, or an expensive promotional blitz, word of mouth is the easiest, fastest, cheapest, and in fact, the only way to create a best-seller by a new writer.

It took 18 months for *Chicken Soup for the Soul* to hit the best-seller list. It took Diana Gabaldon four books to build enough of a fan base to enable her time-trip historical *Outlander* series to reach best-sellerdom. That's why it's important for writers and publishers to not give up on a book too soon.

Marj Frazer Lacey

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PWM: What aspects of publishing or writing are you involved or interested in?

Marj: After many years as a teacher, counselor, and marriage and family therapist, I returned to my first love: writing. I started my book, *It's Not a Life Sentence: Liberating Your Self, Becoming Who You Are*, while I was still working as a high school counselor and functioning (fortunately with a lot of help) as a caretaker for my husband, who had multiple health problems before his death. The focus of the book is what I consider one of the major mental health issues of our time: namely, our loss of connection to our own authentic selves. Distracted by our "always on" technology, demands of work and family, and economic and social pressures that are often beyond our control, we lose sight of who we are at the core. The book is a guide to rediscovering that genuine self, listening to that inner voice, and taking charge of life.

PWM: What first attracted you to this field?

Marj: I've loved writing since I was a kid. I was blessed along the way with teachers, three in particular, who encouraged, coached, and challenged me. At some point—I don't know exactly when—I became intrigued with the power of language and how effective "just the right word" can be. Later, as a counselor, I also came to realize how much language not only expresses what we think, but *influences* how we think as well.

PWM: Did you previously have related experience in these areas?

Marj: Majoring in political science in college, I became a journalist when print journalism was king. Working on a relatively small city's only daily newspaper was heady, exciting stuff, and I loved it. I covered everything from human interest stories to fires and accidents, took photos of the occasional mayhem, cut and edited wire service pieces, wrote obituaries—you name it. When I married and started a family, I wanted to spend as much time as I could with my sons; so after several years as a stay-at-home mom, I decided to go into teaching. However, I continued to freelance and was frequently published in the now-defunct "Panorama" section of the *San Diego Union*.

PWM: How long have you been a member of PWSD, and what role has the organization played in your success?

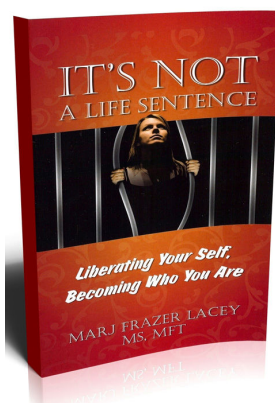
Marj: I think I've belonged to PWSD about three years, maybe a little more. I discovered the group when, having completed the book, I was researching how best to get it published. The more I researched, the more confused I became. I went to the next meeting of PWSD, at which Andrew Chapman was speaking. After the meeting, I spoke to him about my dilemma. He recommended a couple of companies, and I ended up working with one of them. In a very real way, connecting with PWSD was instrumental in that crucial decision. In addition, the contact with people in all phases of the writing/ publishing/marketing endeavor broadens my view of what's involved. I learn something at every meeting. I often leave feeling like my head's going to explode—in a *good* way.

PWM: What are you working on now?

Marj: I'm a writer, but not much of a marketer, so I'm still learning about that phase of the process. I try to post a blog on my website every week and put a link to that on Facebook, post ezine articles from time to time, and participate in such events as ReadLocal's Horton Plaza book fair. My writing projects at this point include a *Taking Charge* series of pamphlets that focus on such practical issues as money and time management. I'm also developing a handbook for spousal caregivers with a focus on their taking care of themselves while they're taking care of their loved one.

PWM: What guidance or lessons learned can you offer the members?

Marj: I think all my best advice is in my book: Stay true to yourself and do what you love to do. Ask questions. Take risks. But most of all, keep some balance in your life. At some point, I realized I was spending way too many hours on the computer—writing, checking email, researching marketing—and I still struggle with this. I now try to take more breaks, move around throughout the day, and alternate writing or writing-related work with reading a good book, working out, taking a swim, pulling weeds, or attending to some other household chore. In other words, I just try to put more variety in my day; that helps me stay sane.



New Members

Jody Catun became her legal name when she was an actress in New York and no one could spell or write her maiden name of Jody Baumgaertel. She pursued the acting profession for 23 years, then worked in sales for eight years, and then became a caregiver for both her parents. The unexpected joys as well as the challenges of caregiving brought her to the place where she is now, which is writing a book on caregiving and seeking the enlightening company of the Publishers & Writers of San Diego.

Ann McKinnell is a former College English Professor at work on her first novel. She has many years of experience in teaching writing, as well as in working as an academic editor.

Jeniffer Thompson is co-founder of MonkeyCMedia, an Internet and Web design and marketing firm that specializes in author services. She is also the author of *Website WOW: How to Turn Your Website into Your Most Powerful Marketing Tool*.

Michelle Cohn

Paula Fitzgerald

Mostafa Panatt

Friday, September 17, 7 to 9 p.m. Partners-in-Rhyme **Bob Lundy** and **Elizabeth Yahn Williams**, along with Oceanside's El Corazon Creative Writers, will give a presentation and short workshop on Making YouTube videos at the Village Idiots Literary Society in the Vista Village Art Gallery 204, 204 Main Street, Vista. They will cover the use of inexpensive digital cameras and cheap editing software to create YouTube videos with which folks can embarrass themselves on the Internet at minimal expense. The poetic couplet and their creative friends will also discuss the importance of scripting, rehearsing, storyboarding the scenes, and other topics often neglected by many current YouTube aficionados. In the second half of the session attendees will make some "open mike" videos for practice. The event is free and the public is welcome. For more info visit www.hitherandyahn or email JoyInPoetry@yahoo.com.

Saturday, September 18, 11 a.m., Thorn Sully, founder of *A Word With You Press, Publishers and Purveyors of Fine Stories*, will officially open the doors of his clubhouse. The celebration with refreshments and networking will continue until 5 p.m. North San Diego County's emerging hub for writers and artists is located at 802 South Tremont Street, Oceanside, (corner of Tremont and Wisconsin). The grand opening and housewarming of the clubhouse coincides with a one-man art exhibition featuring local artist Ed Coonce. A reception for the artist will be held at the clubhouse on Sunday from 2 to 5 p.m. The reception will feature wine, smelly cheese, great art, and live music. All events are open to interested persons. Visit www.awordwithyoupress.com or email Thorn at info@awordwithyoupress.com for more information. To RSVP for the reception, call Ed at 760-944-0586.

Thursday September 23, 10 a.m. PWSD member **John O'Melveny Woods** will be speaking and signing his adventure story, *Return to Treasure Island*, at the The Yellow Book Road, 7200 Parkway Drive, #118, La Mesa. For more information call 619-463-4900.

Thursday, September 30, 6 p.m., Kathi Burns, author and founder of addSpace To Your Life!, will present free organizing tips from her new book, *How To Master Your Muck ~ Get Organized*, at Barnes and Noble, 2615 Vista Way, Oceanside. This event is a fundraising event for YEP (the Young Entrepreneurs Program) and sponsored by the SBDC (Small Business Development Council).

Tuesday, October 5, 7 p.m., Janice Stanger, PhD, author of *The Perfect Formula Diet*, will be speaking at the World Beat Center in Balboa Park. She will debunk many dangerous nutrition myths and point the way to whole foods for weight loss and health. She will also be providing all the nutrition tips for the second annual San Diego Veg Week, which is October 2-9, 2010. The tips will go out in a daily email to Veg Pledge participants, who will experience the many benefits of a vegetarian diet for a week. Over 1,000 people are expected to participate. For more information about Veg Pledge week, visit www.sdvegweek.com/index.html. Visit www.perfectformuladiet.com to learn more about *The Perfect Formula Diet*.

**Do you want to sell more books? More profitably?
3-Part Webinar free for PWSD members**

Mondays, October 4, 11, and 18, 5:00 to 6:30 p.m. PST. PWSD is sponsoring a series of webinars to show you where to find more buyers for your books, present your recommendation, and negotiate large-quantity, non-returnable sales. Book-marketing consultant Brian Jud will be the speaker for all three webinars which are free for PWSD members. Here's a description of each webinar and the link to register for them.

October 4: How to Find More Buyers for Your Books in Non-Bookstore Markets

Brian will begin with a general introduction to special-sales marketing. Every year, more books are sold to buyers in market segments outside bookstores than in bookstores. And they can be sold more profitably on a non-returnable basis. Are you getting your share of these sales? Discover how to find new markets for your existing titles and increase your sales and profits. Brian will also show you how to prospect (search) for corporate buyers. Selling books is a matter of numbers—the more people you contact, the more books you can sell. Unfortunately, many authors miss out on potential sales because they don't know where to find the names of potential buyers. Learn where to find the names of buyers willing and able to buy your books. Register at <https://www1.gotomeeting.com/register/735454497>

October 11: Preparing For and Making Presentations for Large-Quantity Sales

At some point you have to meet face-to-face with the buyers and tell them why they need to buy your books. You'll be more successful selling books in large quantities if you organize and give your presentations effectively. Brian will show you how to write a proposal and prepare a professional, successful sales presentation. He'll cover simple ways to give your presentation and convince more prospects to buy. This process is effective for both fiction and non-fiction. Register for free at <https://www1.gotomeeting.com/register/991415617>

October 18: How to Negotiate Large-Quantity Sales

In the last of the three webinars, Brian will talk about how you can negotiate profitable orders. Rarely will buyers accept your initial proposal, so you must negotiate the final terms. If you want to make large-quantity sales to corporate buyers, you must be ready to deal. There are a variety of ways to do that effectively and in a non-threatening manner. It's not difficult, but you have to know where to give and take, and when not to buckle. And once you get the order for your books, there's still more to do in your post-sale follow up. Learn what you need to know about creating a long-term relationship with recurring revenue. Register for free at <https://www1.gotomeeting.com/register/918913937>.

The webinars are free, but you must be a PWSD member to participate. PWSD membership is only \$37 per year; to join PWSD, please send your check payable to PWSD, to PWSD, P.O. Box 235204, Encinitas, CA 92023.

Thursday, September 16, 6:30 p.m., San Diego Professional Editors Network (SD/PEN) presents “Creating an Affordable Web Presence for Your Business.” A strong, visible website represents your brand and gives your business a serious edge. Among topics covered will be cost-effective solutions for building and hosting a website, getting a URL, and add-on features like blogs. Get practical, hands-on tips and resources to move toward building a fantastic Web presence that’s easy to manage and update and a good representation of your services. Writers, editors, publishers, and small business owners can discover some economical ways to get started at the next SD/PEN meeting at the Joyce Beers Community Center (Uptown Shopping Center, Hillcrest). This meeting is free to members and \$5 for non-members. For more information, call 619-281-6951 or visit www.sdpen.com.

Friday, September 24–26. 8th Annual Southern California Writers’ Conference in Newport Beach. Authors and other industry professionals will be present, including agents and editors from Foundry Literary & Media, Behler Publications, N.S. Bienstock, William Morris Endeavor, Sandra Dijkstra Literary, Martin Literary, New World Books, and van Haitsma Literary. To obtain complete details, go to www.WritersConference.com.

Monday, September 27, 6:30 to 8:30 p.m. The **San Diego Writers/Editors Guild** will have its monthly meeting with program speaker **Barbara Field** on “Making a Living as a Writer.” Do you want to expand your writing/editing/marketing business? Do you seek more freelance options in these difficult economic times? Barbara wrote fashion copy, promoted Star Wars movies, wrote and edited scientific materials, penned a novel, developed children’s books, and launched a successful marketing campaign using Facebook to reach more than 22,000 college students. Learn about different career paths and a variety of ways to market yourself. Barbara has worked on staff for CBS (NY), Harcourt Brace Children’s Books, and Scripps Research Institute. She is currently Communications Manager at UC San Diego. Her novel, *The Deeper, the Bluer*, won 1st Place for Mainstream Fiction in the 14th Annual Writer’s Digest International Self-Published Book Awards. Meetings are held at the County Health Facility, 3851 Rosecrans Street. For more information go to www.sdwritersguild.org.

Saturday, October 2, 9:30 a.m. to 12:30 p.m. Sally Gary will present “Who Wants to Be a Published Author?” in a three-hour workshop at Grossmont College, 8800 Grossmont Blvd. This nuts and bolts workshop covers publishing via an agent/publisher, self-publishing, vantage press, E-publishers/Print on Demand, and the fast-growing field of e-books. Do you have an idea for a bestseller, want to produce your family’s history or church recipes, or make some extra money off your writing? Get practical information about the publishing business from targeting your audience to marketing your book. Cost is \$34. For information and to register, call Grossmont/Cuyamaca Continuing Education at 619-660-4350 or visit www.cuyamaca.edu/preview/writing.asp.

Saturday, October 9, 10 a.m. to 3 p.m. The Encinitas library is hosting the **San Diego County Library Book Festival**. The event will host popular authors, discussion panels, free entertainment, and food vendors. Featured are a keynote address by Richard Dreyfuss on civics and The Dreyfuss Initiative, Pulitzer Prize winning poet Rae Armantrout, and Justin Halpern, author of *Sh*t My Dad Says*, which will soon become a television series. For teens, D.J. MacHale, author of the popular Pendragon series, will be there, along with world-class skateboarder Lynn Kramer, who will be hosting a “Deck Out Your Deck” skateboard art program. Children can enjoy meeting Gretchen Wendel, author of *Becka and the Big Bubble*, and Edith Hope Fine, California Young Reader Medal winner, while also taking part in face painting, airbrush tattoos, and a Hullabaloo children’s concert. Library Director José Aponte is “excited to offer the San Diego community this fun, all-ages event which also embodies our library’s vision to create and support informed, literate, and engaged communities.” The Festival is a free, fun-filled day of literacy and entertainment. For information, call 760-753-7376 or visit www.sdcl.org/bookfestival.

Resources

If you hear of an event or discover a valuable resource for publishers or writers, please send it to newsletter@publisherswriters.org.

From the Editor, Andrea Glass

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, Web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of www.PublishersWriters.org for membership information and the home page to sign up for this newsletter.

The closing date for newsletter contributions is the **last day of each month**. Send your contributions to newsletter@publisherswriters.org.

Would you like to appear in a **member profile**? If so, contact Lynette Smith at lynette@allmybest.net.

Would you like to help out by taking **notes at our monthly meeting** and writing up the meeting recap for this newsletter? If so, contact Lauren Castle at lauren@impress-express.com. She's accepting signups for 2010. We're looking for one volunteer a month so we can have each meeting covered.

Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing community!

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