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## **Publishers & Writers of**

**San Diego (PWSD)** is a professional association of the San Diego publishing community, with new chapters forming in other parts of Southern California, too. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas), or the Encinitas Library (540 Cornish Drive, Encinitas, CA); *always check meeting information in newsletter for current location.*

## **Membership**

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit [www.PublishersWriters.org](http://www.PublishersWriters.org)

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send to Glenna A. Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

If you would like to sign up for a **member profile** in this newsletter, contact Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).

**Next Meeting:** Saturday, January 30, 2016

**Time:** 10:00 a.m. – 12:30 p.m.

**Location:** Encinitas Library  
540 Cornish Drive  
Encinitas, California

**Topic:** “Get Your Book Noticed”

**Speaker:** Gemini Adams

Don't drown in the sea of published books. Learn how to compete against the publishing Big Fish using the same highly effective book promotion techniques... *without* spending the thousands of dollars they do!

- Learn the secret power of book reviews—for free!
- Learn grass roots, low-cost marketing techniques to build your platform through customer reviews with Amazon blogger and You Tube book reviewers.
- Learn how to do outreach to these exclusive reviewers.

**About the author:** *British educator and award-winning author of several self-help and humor books, Gemini Adams has had her*



*published works featured on The Today Show, Reuters, The Huffington Post, The BBC, Take A Break, Yahoo, Women's Health, The San Francisco Chronicle, Digital Trends and RED magazine, to name a few.*

*Her books have been translated into Spanish, Chinese, and Japanese and earned her the Mom's Choice® Gold Award, 2013 (Humor Books), Mom's Choice® Gold Award,*

*2010 (Death & Dying Books), The National Best Book Award, 2009, and the Dad's Seal of Approval, 2009.*

*A member of the The Society of Authors, The Authors Guild, and the Authors' Licensing and Collecting Society (ALCS), Gemini Adams is also a recipient of the prestigious Winston Churchill Memorial Fellowship, 2006.*

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If you plan to attend one of our monthly meetings, please help out and volunteer to write the **recap** for this newsletter; Contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com)



**By Karla Olson**

**President, Publishers & Writers of San Diego**

**PWSD News**

I've missed you guys and I hope you all had a great holiday season. I know that 2016 is going to be a fascinating year in the publishing world, as all the years have been since I've been involved in PWSD. What tremendous changes we are all experiencing! But it is great that we can come together once a month or so to support each other on the path to success in this crazy industry. I look forward to hearing your stories, your challenges, and your victories in this coming year.

Join us on January 30 when PWSD welcomes Gemini Adams, speaking about how to get your book noticed by the media. She's offering the grassroots, low-cost, effective marketing techniques she learned from publishing her own books, one of which was a humor book. Be sure to join us for great ideas and some laughs! **This meeting is at the Encinitas Library.**

In February, David Wogahn will help us understand the deep, dark secrets of metadata: ISBNs, copyright, LCCNs, and SEO. This is really the core of your online marketing, but is also the key to bookstores' finding your book. It is also the most misunderstood and therefore neglected part of publishing. It might sound boring, but as those of you who know David are already aware, he will make this often-overlooked-but-actually-essential topic fun, interesting, and relevant. For the sake of your book(s), don't miss it! **This meeting is at the Encinitas Community Center.**

Please note that the Carlsbad Library auditorium, our primary home for the last three years, is undergoing renovation and is unavailable until mid-summer. As a result, we are moving around the first several months of this year, and may even need to try out some new locations. **Please check the website before you set off for a meeting, to make sure you are going to the right location.**

**PWOC News**

On February 6 in Orange County, Tricia Van Dockum from Ollie Media will share her insights in getting publicity for your book. Tricia has worked with many PWSD members and is always smart and effective in her campaigns. I can guarantee you will learn a lot! **This meeting is in the Rotary Room at the City of Orange Library.** (See page 5 for more information about this meeting.)

Just a reminder for PWSD members that you may attend PWOC meetings for the \$10-per-meeting member price. It's the same for PWOC members who want to join PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

**See other important reminders on next page!**

## President's Message—continued

### Reminders

As you all know, securing a space for our ever-growing meetings is one of our biggest challenges. Because of this, we've adjusted our yearly dues to \$47 per year. This is still one of the most economical memberships available, and our members' meeting fee will stay the same—and if you choose to attend, when you join, you are a member of PWOC as well as PWSD.

Reminder to all members of an important membership benefit that only works if you submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

*Read Local*



Thank you to everyone who participated in the Encinitas Holiday Fair. It was a beautiful day.

Watch for upcoming events, and please let us know if there is a street fair in your neighborhood. We'll look into participating.

We also need some volunteers on standby to set up for these events. If you are willing to help, we will offer free coop for that event. It will require a car big enough to hold several fold up tables and a tent (but believe it or not, we once got it all in Tony Vianna's Porsche!), set up in the morning, tear-down at the end of the event, and perhaps storage for a few days. If you can help, let us know at [karla@readlocal.org](mailto:karla@readlocal.org).

Please visit [www.readlocal.org](http://www.readlocal.org), to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25 and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.



**Have newsletter feature articles/ideas? Send them to Glenna at [gab11853@aol.com](mailto:gab11853@aol.com)**

We are currently seeking feature articles for the upcoming issues of the newsletter. If you've read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna Bloemen, at [gab11853@aol.com](mailto:gab11853@aol.com). Thank you for your continued support.

**Want to be profiled in the newsletter? Tell Glenna at [gab11853@aol.com](mailto:gab11853@aol.com)**

Would you like more exposure to fellow members? One way to do that is to be featured in the Member Profile section of PWSD's monthly newsletter, *Publishers & Writers Monthly*. All you have to do is be an active (read "current") PWSD member, answer six questions in some depth, provide a JPG head shot, and optionally provide 1–2 JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example. It's easy to be profiled; just submit your name to Glenna Bloemen (see headline) and let her know you wish to volunteer. We are currently scheduling member profile features for the April through July issues. Thanks, and let us hear from you soon!

**Get found in the directory: Email your bio & headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org)**

Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olsen at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and she will let you know.

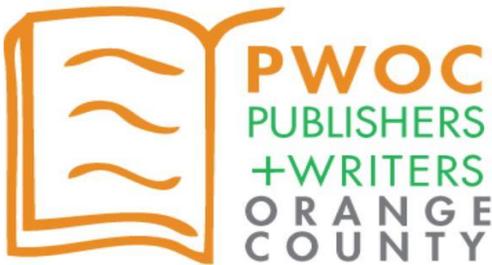
**Save more and learn more: Attend both PWSD & PWOC Meetings at reduced member rates!**

Because securing a space for our ever-growing meetings is one of our biggest challenges, we've adjusted yearly dues to \$47. This is still one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. Since our members' meeting fee will stay the same, you save \$10 at every meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 5) in each newsletter issue.



**“PWSD Likes Facebook!”**  
**[Visit us on Facebook today](#)**  
**and let us know  
you like us!**





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

## IN THE OC OR VICINITY?

Come Join Us on the  
First Saturday of the Month!  
10:00 a.m. to 12:30 p.m.

Rotary Room, City of Orange Library\*  
407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

*\*Always check the meeting announcement  
or website to confirm the location.*

*Next meeting:* **Saturday, February 6, 2016**  
**10:00 a.m. to 12:00 noon**

*Topic:* **Book Marketing “On & Offline”**

*Speaker:* **Tricia van Dockum-Hedman**



Publicist and Founder of Ollie Media, Tricia van Dockum-Hedman will discuss the marketing opportunities that are available to an author beyond just social media.

We'll take a look at book trends and what's selling, the importance of developing a platform, creating successful book signing events, and various ways authors can effectively market themselves via print, radio, TV, and blog media.

**Join us on February 6!** RSVP at <http://publisherswritersorangecounty.org/rsvp/>. And remember: As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



**TIP: Bring your walking shoes!** After the meeting, we usually walk as a group to a nearby restaurant for lunch, camaraderie, and more networking in quaint Old Town Orange. Do join us!



Please tell your writing and publishing friends in the area that we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org) and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP.

Other PWOC questions? Email Jan Kingaard at [jank3345@aol.com](mailto:jank3345@aol.com).

## 7 Options for Bulk Book Sales

Stephanie Chandler

Reprinted with permission

*An excerpt from*

**The Nonfiction Book Marketing Plan:  
Online and Offline Tactics to Build Your Audience and Sell More Books**  
*by Stephanie Chandler—get a copy on Amazon*

Here are some options for bulk book sales:

- Large corporations can distribute your books at their events or trade shows. Instead of a coffee mug, pen, or other boring promotional item, they can give away your books!
- Companies can distribute books to their customers or employees. When the book *Who Moved My Cheese* gained popularity, companies all over the U.S. bought thousands of copies to distribute to employees in an effort to help them embrace change.
- Co-brand your book with a non-profit by adding their logo to your cover, and have their corporate sponsor purchase copies to distribute to members.
- Retailers could give away your books as a bonus with purchase. For example, if you wrote a book on wellness with vitamins, convince your local drugstore to feature your book in the pharmacy department.
- Specialty retailers like gift shops, car washes, gas stations, etc. can stock your books for sale or give them away as a bonus with purchase.
- A local business might be thrilled to set up a large display of your books as a way to entice new customers. For example, a bank could give your business book away to new banking customers. After the promotion is successful in a local branch, ask to speak to someone at corporate headquarters who could approve the promotion across all branches.
- College professors often choose the books their students use for curriculum. Convince them to use yours and soon your books could be featured across dozens or even hundreds of college campuses.

Think big and you could ultimately generate some tremendous bulk sales as a result.

See more at: <http://authoritypublishing.com/book-marketing/7-options-for-bulk-book-sales/#sthash.4xXtfxF2.dpuf>. There are plenty of other places to sell your books in bulk, and you can do so without having to accept returns.

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Find out more about Stephanie Chandler and her publications at  
<http://authoritypublishing.com/author/stephanie/>





## Sheri Fink

Los Angeles, CA  
<http://www.SheriFink.com>

Twitter: @Sheri\_Fink

Facebook:

<http://www.facebook.com/SheriFinkFan> (fan page)  
<http://www.facebook.com/CakeInBed> (for *Cake in Bed*)

Instagram: [http://www.instagram.com/sheri\\_fink](http://www.instagram.com/sheri_fink)

### PWM: In what aspect of publishing or writing are you involved or interested?

**Sheri:** As an independent author, I'm involved in all aspects of writing and publishing my books. Here are my favorite parts:

- ***At the very beginning when an idea is just beginning to take form.*** It's the moment when the inspiration becomes so strong that you can't resist writing it down, even if it's the middle of the night.
- ***During the writing process when inspiration takes over and you're in the flow, transcribing the ideas in your head onto paper.*** I love the feel of the ideas flowing through me.
- ***When you get to hold your brand new book in your hands for the first time.*** That moment is such a feeling of accomplishment and makes all of the hard work worthwhile.

### PWM: What first attracted you to writing and publishing?

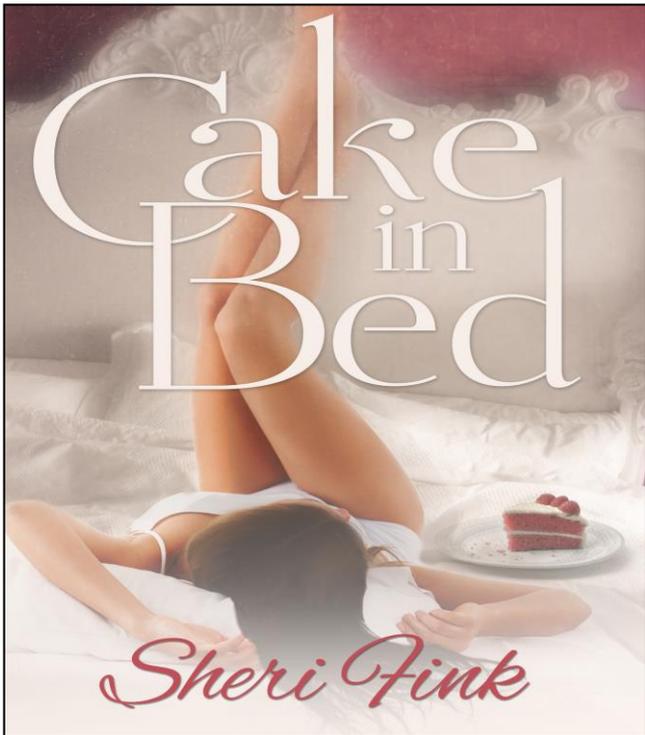
**Sheri:** Words have always been powerful for me. Growing up, I loved the idea of creating my own little worlds and bringing them to life in the form of stories. As an adult, I became an author somewhat by accident over 5 years ago when I was inspired by adversity to write my first book, *The Little Rose*. When I independently published *The Little Rose* and it became a #1 best-seller on Amazon and remained there for over 60 weeks, it changed my life and opened me up to the possibility that I could create and share my own little worlds as a career.

I love the idea of telling a story that means something more than just the words on the page. Each of my books (both for children and for adults) has a powerful message embedded within the story. I'm delighted to follow my inspiration and continue to publish books and create experiences that inspire and empower people.

**PWM: Did you previously have related experience in writing?**

**Sheri:** Prior to writing *The Little Rose*, my writing experience was focused on business writing for my corporate career. As a child I wrote extensively, even creating my own books, board games, and entrepreneurial businesses. Later, as I grew up, I became more business-minded and focused on doing well academically. It's wonderful, years later, to be able to reclaim my childhood creativity and marry it to my business mindset to create the career I didn't know was possible when I was first starting out.

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



**Sheri:** I've been a member of PWSD since July 2013 when I was hired to speak at one of the events. I was impressed with the way PWSD supports its members and the local community. I had such a great time meeting my fellow authors and have been following PWSD ever since. Several PWSD members have become my close friends. We keep in touch and cheer each other on, along this author journey. I feel honored to be in the company of such professional, entrepreneurial, and supportive authors.

**PWM: What are you working on now?**

**Sheri:** On February 2 I'll debut my first contemporary romance novel, *Cake in Bed*, a sexy, inspiring novel about a 30-something divorcee who discovers herself on a humorous and sometimes heartbreaking journey while finding love in an unexpected place. *Cake in Bed* is a book for smart women who believe in true love in the modern world. It's a fun and flirty story that empowers women to be their authentic selves and not settle for less than they deserve in life or love, because we all deserve to have our cake and eat it too... preferably in bed!

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

**Sheri:** I've learned so much about writing, publishing, marketing, business, and life over the past 5 years. Here's my advice for fellow writers and publishers:

- **Follow your inspiration** and write the story your heart wants to tell. Write your story for yourself and your own pleasure. That's the one that will resonate with readers.
- **Trust your instincts.** If something feels off in the writing, a business relationship, or an opportunity, save yourself time, energy, and headaches by changing it or walking away.
- **Don't let other people's limitations limit you.** Other people have no idea what you're capable of. Be bold. If there's something you want to write or publish, there's always a way. Find it.
- **Do your research and hire the best.** Whether you're hiring an editor, illustrator, attorney, or assistant, always ask for referrals and do whatever it takes to work with the best. You'll be happier later when you can rely on a professional, caring, and responsive team.
- **Be persistent and never give up.** Writing and publishing books is not easy. Expect hurdles and learning curves and view them as opportunities along the way. The result will be worth the effort.

My philosophy on writing, publishing, and life is summed up in my favorite quote. I hope it will inspire you to pursue your writing and publishing dreams as well:

***The person who says it cannot be done  
should not interrupt the person doing it.***

**—Confucius**



## **PWM's Member Profiler: An Acknowledgment and an Invitation**

### **Thank you, Jed—you've done a wonderful job!**

*Publishers & Writers Monthly* thanks PWSD member **Jed Lewis of Laughing Fire Press** for the great job he's done over the past 18 months in coordinating and producing the member profiles you've enjoyed in this newsletter each month. Regrettably, Jed stepped down from this volunteer position for medical reasons.

### **Will YOU spare a couple of hours a month to be PWM's new "Profiler"?**

This is not only an opportunity to give back to your organization but also a great way to work closely with other members—good publicity if you're an editor or publisher. *Here's an overview of what's involved:* Invite current members to be profiled, gather their answers to six questions, plus two or three JPG photos to go with the profile, edit the profile, get the profiled member's approval of your edits, and submit the profile and graphics to Glenna Bloemen, the newsletter editor, by the first of the month. Interested? Contact Lynette Smith (Jed's predecessor for several years) at [Lynette@allmybest.com](mailto:Lynette@allmybest.com) for guidance, templates, etc.

## Membership Directory Update

**Attention PWSD Members:** Have you updated your Member Directory profile yet to make it more robust? You now have the opportunity to upgrade your photo to color, if it isn't already, and to expand your profile description if you wish, including social media links, contact info, book-cover images and descriptions, and more! Check out <http://publisherswriters.org/member-information/pwsd-website-inf/> where not only will you find more details on how to expand your listing, but you'll find a discreet link in the first paragraph to Jeniffer Thompson's slides from a presentation she made to PWSD.



## Welcome, New and Returning PWSD Members!

Congratulations on joining Publishers & Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing! You have made a wise investment. While there are many benefits to being a member of PWSD, you'll need to take the following two steps to optimize your membership:

1. **Subscribe to PWSD** at [www.PublishersWriters.org](http://www.PublishersWriters.org). This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
2. **Enjoy a spot in the Membership Directory** with PWSD. Go to [www.PublishersWriters.org](http://www.PublishersWriters.org) to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at [j@monkeycmedia.com](mailto:j@monkeycmedia.com).  
(See announcement at top of page for details.)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held the first 10 months of the year (usually on the last Saturday for PWSD and the first Saturday for PWOC—except on holiday weekends), offering educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- **Our monthly electronic newsletter, *Publishers & Writers Monthly***, containing information about local, regional, and national publishing activities;
- **Discounts on national membership dues** for Independent Book Publishers Association ([www.ibpa-online.org](http://www.ibpa-online.org)), Small Publishers Association of North America ([www.spannet.org](http://www.spannet.org)), and Small Publishers, Artists, and Writers Network ([www.spawn.org](http://www.spawn.org));
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup ([www.groups.yahoo.com](http://www.groups.yahoo.com)—type PWSD in the group search box);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate**, a \$10 savings each meeting, compared to the non-member meeting rate of \$20!

Let us know if you have any questions or comments about your membership with PWSD, or any ideas to improve upon our mission. Again, welcome to PWSD.

**Karla Olson, President, PWSD**  
**Jeniffer Thompson, Web Design, PWSD**



# Writers' Retreat Survey

## *Is 2016 the year you'll become an author?*

Have you ever wished you had more time to write your book? Away from distractions like work, household chores, TV, email, and people? That's what a writers' retreat is—a place to get away and **just write**. It's you and your laptop--and some one-on-one coaching and support.

Andrea Glass and Glenna Bloemen are planning a writers' retreat for Spring 2016 in San Diego County and would like your input so they can tailor the event to meet the needs of authors and aspiring authors.

**They would appreciate your taking a few minutes to answer several questions. In exchange, they'll have a *surprise for you* if you choose to attend the retreat.** [Here's the link to the survey.](#)

Happy writing!

Questions? Contact [Andrea@WritersWay.com](mailto:Andrea@WritersWay.com)



## Free Resources for Authors, Editors, and Indie Publishers

Larry M. Edwards of Polishing Your Prose recently wrote, “A number of folks have requested my presentations and workshop handouts, so I have put them online for easy access and download—part of revamping my website (one of my New Year's resolutions already checked off). I hope you find them useful. I also have included links to websites that have helpful information.”

The items include his presentations to writing, editing, and publishing groups, under these topics:

- Writing and editing
- Publishing (print and ebook)
- Book marketing
- Professional organizations
- Cover design and interior layout



Larry Edwards explaining “What Editors Do” at National Authors' Day, 2012

To access these resources, go to <http://www.larryedwards.com/resources.html> . And if you have questions or other topics you'd like to see addressed, please let him know at [larry@larryedwards.com](mailto:larry@larryedwards.com). Learn more at [www.larryedwards.com](http://www.larryedwards.com).



## 2016 Events Calendar

**Have an event/resource to report to the publishing and writing community?  
Send your information to  
Newsletter Editor Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)**

### 32nd Annual SDSU Writers' Conference

**January 22–24, 2016**

Whether you're a beginning writer or a published professional, the San Diego State University Writers' Conference is for you. Now in its 31st year, this writers' conference is designed to help every writer at every writing level. Learn how to improve your writing skills, develop your marketing awareness, and meet one-on-one with top editors and agents to facilitate the next step in your publishing career. **What to Expect:** breakout sessions: fiction, nonfiction, career and craft panels, and more; consultation and advance reading appointments; no-host mixer; networking lunch; Saturday evening reception; and conference choice awards. **For More Details:** SDSU College of Extended Studies, 5250 Campanile Drive, San Diego CA 92182-1925, (619) 594-3946, [sdsuwritersconference@mail.sdsu.edu](mailto:sdsuwritersconference@mail.sdsu.edu), or <http://www.ces.sdsu.edu/wc>. Social media: [facebook.com/sdsuwritersconference](https://www.facebook.com/sdsuwritersconference), [twitter.com/sdsuwritersconf](https://twitter.com/sdsuwritersconf), [linkedin/sdsuwritersconference](https://www.linkedin.com/company/sdsuwritersconference), <http://www.ces.sdsu.edu/wc>.



### Living Now Book Awards

**Early Bird Deadline: January 30, 2016**

Authors and publishers are invited to enter the contest that honors the year's best lifestyle, home-style, world-improvement and self-improvement books and their creators. Entry fee is just \$75 per category until January 30, 2016. The **Living Now Book Awards** will present gold, silver and bronze medallions in a range of fiction and non-fiction categories, including Memoir, Relationships, Inspirational, Hobbies, Green Living, Cookbooks, Home Improvement, Meditation, Coloring Books, and more! Authors and publishers of books with 2014–2016 copyrights are eligible for Living Now Awards.

For titles published since the year 2000 but before 2014, we've added the **Living Now Evergreen Book Medals** to recognize books published since the turn of the new millennium. These awards recognize books that contribute to positive global change. (Entry fee is the same as the other contest categories.) Evergreen Book Medals will be presented in the categories of World Peace, Health & Wellness, Personal Growth, Spiritual Leadership, and Nature Conservation.

For more information, visit [www.livingnowawards.com](http://www.livingnowawards.com). You may also contact either Jim Barnes, Awards Director (800-644-0133 x1011 or email [jimb@bookpublishing.com](mailto:jimb@bookpublishing.com)), or Lauren White, Awards Account Manager (800-644-0133x1001 or email [lwhite@bookpublishing.com](mailto:lwhite@bookpublishing.com)).



### San Francisco Writers Conference

**February 11–15, 2016**

Visit <http://www.SFWriters.org> for details.



## SCBWI Winter Conference, Society of Children's Book Writers and Illustrators

February 12–14, 2016

The Annual Winter Conference is held over two days with an optional intensive day on Friday. The conference is held at the Hyatt Grand Central at Grand Central Station in New York City. Registration for the 2016 conference commenced last October. For more information, email [sararutenberg@scbwi.org](mailto:sararutenberg@scbwi.org) for conference information or [scbwi@scbwi.org](mailto:scbwi@scbwi.org) for general questions; or call 323-782-1010 (M-F, 9–5), fax 323-782-1892, or write SCBWI, 4727 Wilshire Blvd., Ste. 301, Los Angeles, CA 90010.



February 12–15, 2016

**Any number of how-to books** combined may not give a writer the one priceless bit of clarity that can make the difference between being published or not. Rejection by an editor or agent seldom yields the reason as to why a manuscript doesn't grab them, and it almost never reveals how it can be fixed to ensure that it ever will.

Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated some \$4 million' worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work.

And since our surroundings afford it—and we certainly encourage it—plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level.

So whether you're a writer just starting out, a writer unable to determine why your work's not working, a writer simply in search of some answers, a writer wanting feedback on what you've written, or just a writer who wants to hang with other writers, do yourself a favor and join us for the 30th Annual Southern California Writers' Conference (and Retreat) in San Diego, February 12–15, 2016. Your words are worth it!

**Limited to 175 conferees.** Pre-registration for the winter conference opened August 1, 2015. The winter conference will again be held at the Crowne Plaza San Diego, 2270 Hotel Circle North, San Diego, CA 92108. For more information, go to [www.writersconference.com](http://www.writersconference.com).



## Temecula Valley Indie Christian Writers Conference

March 18–20, 2016

Taking place in Temecula, California. For details, visit [www.inkandkeys.org](http://www.inkandkeys.org).



## **IBPA Publishing University**

**April 8–9, 2016**

**Salt Lake City, Utah**

You're invited to join over 300 book publishing professionals from across the country for the Independent Book Publishers Association's (IBPA's) 28th Annual Publishing University: a two-day, must-attend networking and educational event focused specifically on issues important to indie publishers and self-published authors.

Press fast forward on your publishing program with 30+ educational sessions, including experiential learning labs, insightful keynotes, a gala book award ceremony, and fun networking events. You'll walk away with strategies, new connections, and innovative ideas to move your publishing goals forward.

For more information and required qualifications, please go to:

<http://www.publishinguniversity.org/#!affiliate-scholarship-program/c1put>

For questions, please contact [Karla@publisherswriters.org](mailto:Karla@publisherswriters.org).



## **Las Vegas Writers Conference**

**April 28–30, 2016**

Taking place in Las Vegas, Nevada. For details, visit [www.lasvegaswritersconference.com](http://www.lasvegaswritersconference.com).



## **SCBWI Summer Conference, Society of Children's Book Writers and Illustrators**

**July 29 – August 1, 2016**

The Annual Summer Conference spans three days with an optional intensive day on Monday. The conference is held each year at the Hyatt Century Plaza in Los Angeles. Registration for the 2016 conference will commence in mid-April, 2016. Many of the biggest authors and illustrators in children's books will be joining a bevy of agents, art directors and editors. For more information, email [sararutenberg@scbwi.org](mailto:sararutenberg@scbwi.org) for conference information or [scbwi@scbwi.org](mailto:scbwi@scbwi.org) for general questions; or call 323-782-1010 (M-F, 9–5), fax 323-782-1892, or write SCBWI, 4727 Wilshire Blvd., Ste. 301, Los Angeles, CA 90010.



## **Willamette Writers Conference**

**August 12–14, 2016**

Taking place in Portland, Oregon. For details, visit <http://willamettewriters.com/>.



*From the Editor*

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](http://www.PublishersWriters.org) for membership information, and visit the home page to sign up for this newsletter.

**The closing date for newsletter contributions is the 1st day of each month.** Send your contributions to Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).

If you'd like to appear in the newsletter's **member profile**, Contact Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).

Would you like to help out by taking notes at one of our monthly meetings and then **writing up the meeting recap** for the next newsletter? If so, contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com). 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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