

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

February 2014

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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 10:00 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 Library (540 Cornish Drive, Encinitas, CA), or the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas); check meeting information in newsletter for current location.

Membership

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. For information and to RSVP for meetings, visit www.PublishersWriters.org

Closing date for newsletter contributions is the **1st day of each month**. Send contributions to Glenna A. Bloemen at gab11853@aol.com

If you would like to sign up for a **member profile** in this newsletter,

Next Meeting

Date: Saturday, February 22, 2014

Time: 10:00 a.m. – 12:30 p.m.

Location: Encinitas Community Center
1140 Oak Crest Park Drive
Encinitas, California

Topic: ***Stronger Together:
Getting the Most Out of Your
Association Membership***

Speaker: Angela Bole

Angela Bole, Executive Director of the Independent Book Publishers Association (www.ibpa-online.org), will describe how trade associations enable independent publishers to be competitive in a crowded market through educational and volunteer opportunities, consistent application of industry standards, and the preparation of future leaders. She will explicitly address the connection between IBPA and PWSD and how PWSD members can take advantage of the benefits IBPA provides. Angela will also discuss the upcoming Publishing University and the scholarship program with IBPA and PWSD.



Just before Angela became IBPA's Executive Director, she was Deputy Executive Director of the [Book Industry Study Group \(BISG\)](#), which fosters conversation and consensus across all sectors of the book business. Before that, Angela served for two years as BISG's Associate Director and two years as its Marketing and Communications Manager. Angela also serves as Treasurer on the Board of Directors of IDPF, the [International Digital Publishing Forum \(IDPF\)](#).

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**STILL LOOKING FOR A NEW
CONTENT COORDINATOR!**

WILL YOU HELP?

For more information

or to volunteer,

Contact Glenna Bloemen at

gab11853@aol.com

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

By Karla Olson

President, Publishers & Writers of San Diego

This is PWSD's 20th year, quite a landmark. The group was started by Bob Goodman of Silvercat as San Diego Publishers Association in 1994. That long ago he recognized the importance of peers consulting with each other about the opportunities and challenges of the multi-layered publishing world. For many years, Bob guided the group with vision and resilience, and we will all be grateful to him for sharing his wisdom and experience and having the foresight to recognize the potential for author-driven publication.

After several years at its helm, Bob turned over the reins of SDPA to Andrew Chapman and Paulette Ensign. They evaluated the changes in the publishing marketplace and decided to explicitly invite writers to join by changing the name to Publishers and Writers of San Diego. The focus of the group remained on the business of publishing, but Andrew and Paulette recognized that it was important for writers to understand how to navigate the publishing business long before they finished their books. The two of them also encouraged writers to plan their marketing even before they started writing their books. When they reconfigured the group to include writers as well as publishers, they foresaw, years before others, the explosion of independent publishing. Thank you, Paulette and Andrew.

Today we have over 300 members who find value and support in the networking the group offers. It is truly one of the greatest assets of this group, that at your fingertips are hundreds of heads willing to share expertise and experience. Thank you, members of PWSD!

We've got an exciting year planned for our 20th. It started with a return visit from Thom Kephart from CreateSpace and Kindle Direct Publishing (ebook only publishing) on January 25. Thom was informative and inspiring as usual, letting us in on all the latest developments from Amazon and offering tips and stories of success. Thom generously shared his presentation, so if you were unable to attend in January, go to www.publisherswriters.org to view his slides. It is not quite the same as having charming Thom explain them, but they do contain lots of great information. And Thom has generously provided his direct email for any questions: tkephart@amazon.com.

In February, the new Executive Director of Independent Book Publishers Association, Angela Bole, will come to speak to us about how to leverage your association affiliations for publishing success. This will be a great presentation, as IBPA's programs can be of great benefit to independent publishers in all stages of their publishing journey.

Please note this meeting is at the Encinitas Community Center. Be sure you always check the website for the upcoming meeting location.

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Reminder to all members: Submit your member bio and headshot to: webmaster@publisherswriters.org. Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are not sure when you should renew, please contact me at karla@publisherswriters.org, and I will let you know.

Membership is still only \$37 a year, just as it has been for the last 10 years; it's one of the best professional deals around. Even if you have joined PWSD recently, you still need to sign up for the PWSD mailing list; we don't automatically put you on it. Go to the website and click on "Free PWSD Newsletter," so you don't miss any important information about publishing and upcoming events.

Read Local



We are once again participating in the Encinitas Street Fair on April 28. ***This year we will have two booths***, so there is opportunity for more authors to showcase their books. Be on the lookout for information coming in the next couple of weeks. Make sure you are on the mailing list for this and other Read Local events by signing up for the newsletter at www.readlocal.org.

While you are there, be sure to 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, 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.

Lost & Found

Sunglasses

I attended the meeting at Encinitas Community Center on Saturday January 25, 2014. When I got home, I found a pair of prescription sunglasses in my tote. No idea how they got there but I think they must belong to the woman sitting next to me. I remember her name was Marge. Please contact Ann Robson at ann.robson@cox.net if they are yours.

Coffee Thermos

Two years ago a Coffee Pump Thermos was left behind at the Authors and Artists Event in La Mesa. I still have the thermos if you want to claim it. Contact Glenna at gab11853@aol.com or 619-743-5192.



5 Ways to Jump Start Your Book Cover Design

By Carla King

Printed with Permission

Got writers block? Start playing with your book cover design. You'll at least feel like you're getting some work done. And you are! Here's how to incorporate the book cover design process into your writing and self-publishing process.

Make a folder on your desktop and save book covers and other art you like into it. Share it with your designer when you find one.



1. **Pinterest** Do you use [Pinterest](#) yet? If not, here's a great way to start. Pin book covers and other art that you think will work for your book on a Pinterest board. You don't have to share it. Yes, you can keep it private, and then share it with certain people, such as your book designer. Brilliant, yes?



2. **Smashwords** If you're using [Smashwords](#) (or even if you're not) to create and distribute your ebooks, they have a list of book cover designers who charge as little as \$25. Just send an email request to list@smashwords.com with the subject line "Mark's List." You will receive it via instant auto-responder.

3. **BookBaby** If you're using [BookBaby](#) to create and distribute your ebooks, they can do it for you (\$149-\$279). The only gotcha is they can only use stock photos and art, not your own photos, so that's a bust if you want that. You're probably going to use BookBaby to convert your book to ebook formats and distribute them to all the stores. You might also use BookBaby to create short-run copies of your book, especially if you've got a color book. They don't do print on-demand (POD), so you'll need to use CreateSpace (recommended) or Lightning Source for that. BookBaby often runs specials, especially bundles like ebook conversion and short-run print.



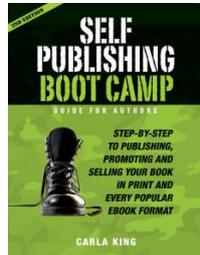
4. **CreateSpace** If you're using [CreateSpace](#) for POD, they'll also design a cover for you (\$399-\$1,049). But BookBaby is more affordable.



5. **BiblioCrunch** Sign up for [BiblioCrunch](#) (free, \$25 for 1 month, \$45 for 3 months, \$119 for a year). It's a crowdsourcing site, but it's curated, which means that the professional designers and editors here have been vetted by the BiblioCrunch staff. Post your project and desired budget and choose from the designers who respond.

6. Hire a professional book designer on your own. Approach a designer who's done a cover you like. Ask for recommendations from other authors. I also have a list of designers on my resources page.

You can begin the book design process at any time during your writing and self-publishing journey. It's great to have the cover ready, sitting there on your website, next to your email newsletter signup form (you do have an email newsletter signup form, don't you?). Wherever you get your book cover done, make sure they give you the original files (Photoshop, Illustrator, etc.) so you can make modifications later, if they, or you, want to move on. It happens!



Carla King has been a self-publisher since 1995. published for high-tech companies. Carla has kept authors by organizing Meet-up groups, teaching their books finished, and attending conferences. Her Self-Publishing Boot Camp Guide for Authors distills what she knows in a step-by-step process that makes it easy for you to get your book off of your desktop and into the marketplace, now. For more information, visit www.SelfPubBootCamp.com.

She has written countless custom books and up with the industry and stays in touch with workshops, helping a select group of writers get



10 Great Services to Help You Create and Sell Your Ebooks

by Carla King

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There are many tools, technologies, and services that help you create and sell your ebooks, but only a handful rise to the top. These 10 services include a combination of book formatting services, distributors, and online stores. Use one or more of them to create and sell your ebooks in multiple formats in as many places as possible. Yes, I've tried them all, and they meet the Self-Publishing Boot Camp seal of approval for (a) ease-of-use, (b) effectiveness, (c) reputation, and (d) affordability.

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7. **Folium Book Studio** is a cloud-based service (in your web browser) that lets you create plain-text books, image-heavy ebooks, and multimedia books. Experiment for free, and when you're ready to export your final book files, pay about \$40. FBS exports to EPUB, HTML, and Kindle formats. They also offer full-service book building, cover design services, and fixed-format for Apple iPad. You get the files to distribute as you wish (Smashwords, BookBaby, Vook, or PigeonLab).
8. **Leanpub** is both a publishing and sales tool. Create your book using their Markdown language and upload it to DropBox. Then export to PDF and ebook formats. Now you're ready to sell your book in their online store, which lets you notify your readers when you update it, so that they can download the latest version. You can even set minimum and suggested prices for your book, and readers can pay what they want using sliders. (Some fine customers actually pay more than the suggested price!) Leanpub's commission is 10% minus 50¢ per sale. Here's an idea: sell an educational or entertainment program that's based on your book in the Leanpub store, while distributing your base book with Smashwords, BookBaby, Vook, or PigeonLab.
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10. **Gumroad** is an online store where you can upload and sell your digital files—up to 4 GB—or even create an order form for selling physical objects (like your print book or coffee cups). Social sharing is strong, with automatic shares from you and your buyers direct to their Twitter and Facebook networks. Set a price or let the customer choose with pay-what-you-want pricing. You get customer data, 95% royalty and a 25¢ transaction free.

Find more of Carla King's self-publishing tips at SelfPubBootCamp.com, her educational program of books and seminars for authors and publishing professionals.





Mary Papoulias-Platis

Author, Food Blogger, Culinary Instructor

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www.CaliforniaGreekGirl.com

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

Mary: I'm a local culinary teacher and the co-author of the eBook, *Cooking Techniques and Recipes with Olive Oil*. The updated hardback version will be ready this March. In the future, I plan on continuing with the "Cooking Techniques" theme and publish a series of more single-subject cookbooks. And perhaps in the future, if I feel brave, I'll dig deep in my drawer and pull out my ideas for a long-awaited children's book.

PWM: What first attracted you to writing and publishing?

Mary: My profession as an educator at the K-1 elementary level had an emphasis in Literature. I often developed many of my own units and professional materials for my classroom curriculum. I enjoyed the creative process of combining children's literature with the current reading program in our school district. After completing my Master's program in computer science, I wrote my first handbook for this level, *Introduction to Computers*.

When I left the teaching profession to raise my family, I couldn't sit still and was encouraged to continue my love for children's literature. This was the stepping stone I needed to open my store, "The Reading Patch" children's bookstore in Encinitas. I wore many hats, as one does as a shop owner. Not only did I create weekly programs, write a newsletter, do all the book buying, and operate the storefront, but I continued to be involved with the educational system county-wide. I spoke at conferences, teacher groups, and parent organizations. I traveled throughout the state with many children's authors. Together we visited schools and organized book signings at conferences and schools. Together, as a community, we developed many programs within the bookstore environment as a one-stop destination for parents and children to enjoy. We built classrooms in the back of the store so we could offer a reading specialist, art instruction, and birthday parties. We welcomed evening writers' groups, professional teachers' groups, and storytellers and entertainers as evening and weekend activities. I wanted the store to be more than a bookstore, by providing multiple services to children in the area.

PWM: Did you previously have related experience in writing?

Mary: Soon I was quite involved in the writing world. My experiences as a bookseller encouraged me to begin this journey. As the years went by, I met many writers from all genres. I was brought into their world and learned so many of the skills necessary to write and promote one's book. Through these relationships, my skills were sharpened and my passion for writing continued. Soon I built a large community of children's book authors and librarians. They booked me for talks and seminars at their local schools and businesses. Preschools had me come out to speak on starting a home library and the importance of reading to your child.

Newspapers covered our events, and eventually my bookstore newsletter was widely read and became my monthly writing assignment.

For the past six years I have been actively food blogging and involved in recipe development for food companies. I guess you can say recipe writing is a form of writing. Being a food blogger, your material and recipes are all original work. And blog posts are posted up to four times a week. Not all articles have a lengthy description or storyline. What I have learned from this ongoing live production is that you must be willing to creative and express your ideas 24/7. It's a constant stream of developing content you hope your viewers will enjoy.

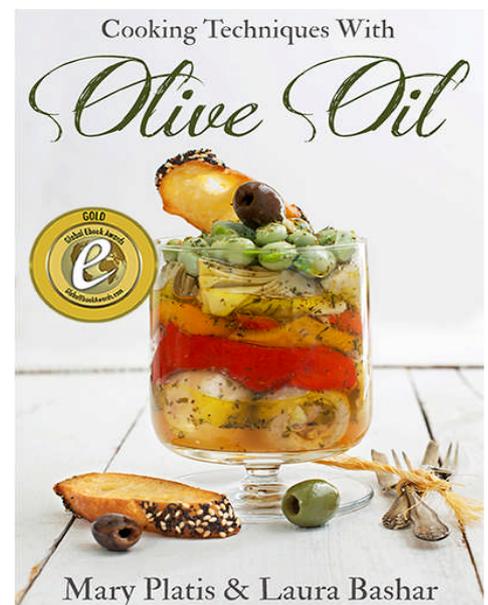
My food blog has enabled me to reach out to brands and establish longtime relationships with companies that need articles written on health, products, and current food trends. The first brand I connected with was an olive oil company. There I became the spokeswoman for their organic olive oil. I wrote articles on olive oil and developed recipes for them promoting their product. As I became more familiar with this process, I branched out to other companies that worked with the food blogging community, and created recipes for their products, which ranged from fresh produce to cheese.

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

Mary: I'm a fairly new member, less than a year. The group has been a tremendous help with referrals and introductions to our current members. Attending the meetings and listening to informative featured speakers has broadened my writing knowledge. And best of all, I have enjoyed being surrounded by wonderful, creative individuals. I happily hired the editor for our book from our group.

PWM: What are you working on now?

Mary: The selling of our self-published book is my biggest priority, along with developing a marketing plan. I'll also be setting up specific cooking classes, speaking engagements, and public appearances as part of my professional growth. Being an established food blogger, this enables me to attend blogging, food, and online community conferences to talk about my book-publishing experience within the food industry. Having an online presence will enable me to sell online and establish myself as an expert in my field for future writing opportunities and jobs. I plan to work with my co-author to grow this book into a series on important current issues in the food industry.



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

Mary: I learned a wonderful lesson from Ken Blanchard at a TEDX talk he gave in San Diego: If you want to become an author but feel you cannot complete the project alone, then you need to collaborate with a partner to get the job done. If I hadn't been there, perhaps I still would be writing this book. As a past bookseller, I truly believe that it's authors who make their books successful, not publishers. You must be in the public eye at all times, volunteering, speaking, signing books, and participating. If you're interested in setting up a blog, stop thinking about it, grab a free WordPress template, and start writing about your passion.

A children's book author once told me that most people have great ideas, but they never complete them. So have fun and be proud of your final product—just do it!



BOOK REVIEW SHOWCASE

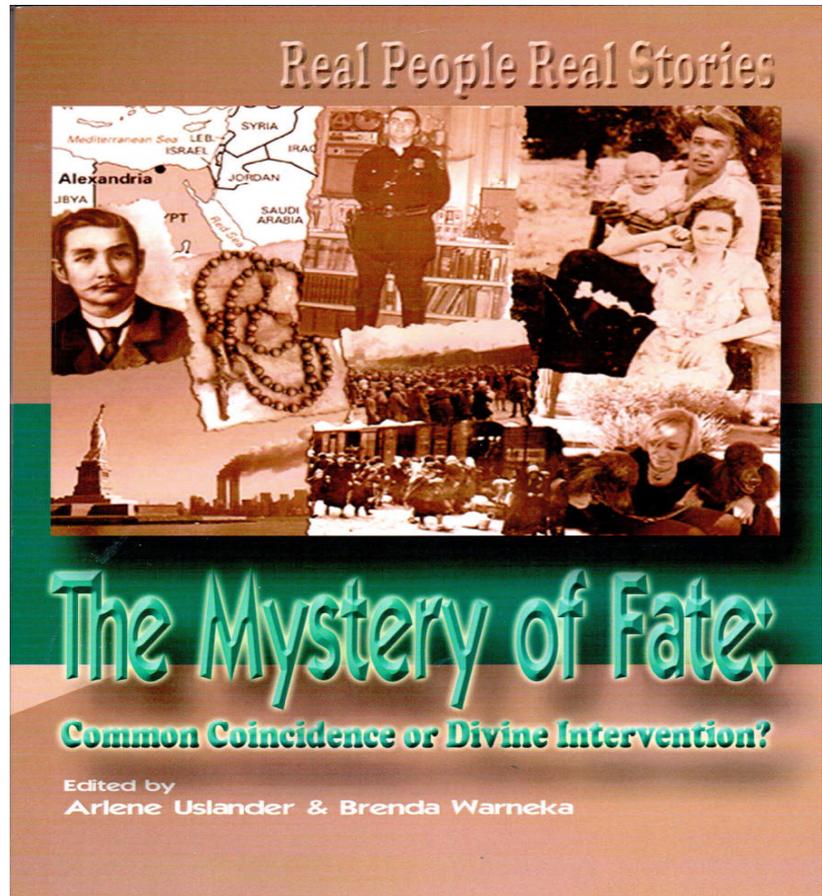
FOR MEMBERS ONLY. Here we feature book reviews of PWSD members' works. Submit your work to Editor Glenna Bloemen for publication consideration. You can contact her by calling 619-743-5192, emailing gab11853@aol.com, or reaching out to her at any of the monthly meetings. This is a new member benefit you won't want to miss!

The Mystery of Fate: Common Coincidence or Divine Intervention?

Compiled and edited by Arlene Uslander & Brenda Warneka.

One of the oldest forms of communication is story telling. Award-winning writers, Arlene Uslander and Brenda Warneka have teamed up to collect stories about real people and real life situations from around the world that demonstrate how powerful fate is in our lives. Some of the events are written by the actual participants who share their fateful experiences. Often, one does not understand fully why we can't go on that trip or why you know when someone has come before you pass to say goodbye. From military experiences to sports events, missed events that ended in tragedy for the travelers and not to those who remained home, these stories truly show how circumstance truly plays a large part in the outcome of events. Why do bad things happen to some and not to others? Why is someone always lucky? These stories explore the thread of common coincidence or divine intervention when fate takes a hand in peoples' lives.

The Mystery of Fate: Common Coincidence or Divine Intervention?
Compiled and edited by Arlene Uslander & Brenda Warneka. Arlene is a freelance editor and Brenda is a lawyer. Their book is published by R.J. Buckley Published, Queen Creek, AZ. ISBN 978-0-9819654-2-0 and retails for \$19.00.



Fourth Annual 2014 Ebook Awards Open for Submissions

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- Entering the Global Ebook Awards comes with a seven-step publicity program. Each week, we show you how to publicize your Ebook.
- Media coverage for your Ebook and you.
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- **Eligibility:** Ebooks released to the public anytime in 2012, 2013, or 2014.
- **Entry Deadline:** April 30, 2014 (midnight Pacific Time).
- **Winners Announced:** August 17, 2014

The Global Ebook Awards are designed to help you achieve your publicity goals. The Awards are more than a “sticker”; they come with a built-in publicity machine. Submitting your Ebook for a Global Ebook Award is a publicity investment. Your Ebook deserves this exposure. Unlike other award programs, we do not charge for our sticker file upon winning an award.

- **Nearly 100 categories:** Based on the number of entrants for each category last year, categories have been expanded; see [Categories](#).
- **More than 250 Judges.** We have “category experts” such as book bloggers, editors, reviewers, publishers, authors, book club/reading circle members, and others who love a particular category of book. More judges per category mean more evaluations of your Ebook. Some judges review the books they read and some blog about them. See [Judging](#). When ebooks are entered early, more judges will have more time to read and evaluate them.
- **Ebook Resources.** This web site is not just about the Global Ebook Awards. It is your resource for everything Ebook; see [Ebook Resources](#).

Submitting your Ebook for a Global Ebook Award is a publicity investment. Your book deserves this promotion opportunity; see [Global Ebook Awards Home Page](#).

Enter your book(s) now. Give the judges more time to read.



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 and 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. 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 to promote your business by sending your JPG photo, brief contact information, and an expanded description to Webmaster@PublishersWriters.org. (See preceding announcement.)

You'll also enjoy these additional benefits of membership:

- Monthly meetings, held the first 10 months of the year (usually on the last Saturday), that offer 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, including news regarding your annual holiday social event that provides a time to socialize with members and new prospects;
- Discounts on national membership dues for Independent Book Publishers Association (www.ibpa-online.org), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
- An opportunity to stay in touch with other members by signing up for the PWSD YahooGroup (www.groups.yahoo.com—type PWSD in the group search box); and
- Regional collaborative marketing efforts.

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



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Southern California Writers' Conference

Friday through Monday, February 14–17, 2014

San Diego, CA

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 a manuscript doesn't grab them, and it almost never reveals how the manuscript can be fixed to ensure that it ever will be accepted.

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 the surroundings afford it—and SCWC certainly encourages 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 your fellow writers for the 28th Annual Southern California Writers' Conference (and Retreat). Your words are worth it! Cost: \$425.00. WritersConference.com/.



Authors and Artists Festival

May 10, 2014 9:00 a.m. to 2:00 p.m.

La Mesa Library, 8074 Allison Ave., La Mesa, CA 91942

Come join us for the third annual La Mesa Library fundraiser set for Saturday, May 10, 2014, from 9:00 a.m. to 2:00 p.m. Authors, artists, and illustrators are invited to participate. This year, we have the use of the parking lot next to the police station and across from City Hall. This will afford us more room, continuity, and shade for the participants and guests. A donation of \$20.00 is requested to participate. Make checks payable to Friends of the La Mesa Library. We are a 501(c)(3) organization. The library will provide the tents, tables and chairs. If you wish to bring your own table and chairs and tent, you may do so.

Guest speakers will be presented in the La Mesa Community Room of the Police Department throughout the day. More details to come.

To sign up, contact Karla Olson of Read Local at Karla@publisherswriters.org or Glenna Bloemen of the Friends of the Library at gab11853@aol.com, 619-743-5192.



If you hear of an event or discover a valuable resource for publishers or writers, please send it to gab11853@aol.com by the 1st of the month.

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 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 gab11853@aol.com.

Would you like to appear in the newsletter's **member profile**? Contact Lynette Smith at lynette@allmybest.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. 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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