



# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

May 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 Community Center (1140 Oak Crest Park Drive, Encinitas), or the Encinitas Library (540 Cornish Drive, Encinitas, CA); 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](http://www.PublishersWriters.org)

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send contributions 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 Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com)

## *Next Meeting*

**Date:** Saturday, May 31, 2014

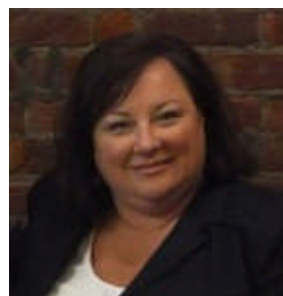
**Time:** 10:00 a.m. – 12:30 p.m.

**Location:** Carlsbad (Dove) Library  
1775 Dove Lane  
Carlsbad, CA 92011

**Topic:** New Shelves Distribution

**Speaker:** Amy Collins, President

Amy Collins, President of New Shelves Distribution, will discuss the advantages and challenges of working with a distributor to get your book into bookstores. She will outline how to choose the best distributor for your book, and how to put together the best presentation and marketing plan to get your book accepted by one of the top distributors. Amy will also present a realistic picture of a sales call with the top book buyers at the national chains, and what you, as author/publisher, can do to make sure your book gets the best chance to succeed in the bookstore.



Amy started her career in the book industry as the book buyer for Village Green Books in Rochester, New York. In 1996, she became a national account rep for Prima Publishing. In 2001, Amy was named director of Aales at Adams Media in Boston and quickly rose to the position of special sales director for parent company, F+W Media. Over the years, she has sold to Barnes & Noble, Target, Costco, Borders, Books-A-Million, Wal-Mart, and all the major chains, as well as helped launch several private-label publishing programs for the book chains and companies such as PetSmart and CVS. In February 2006, she started [New Shelves Distribution](#), a book marketing company for small presses that quickly became the fastest-growing book distribution company in North America.

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**STILL LOOKING FOR A NEW  
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WILL YOU HELP?  
For more information  
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Contact Glenna Bloemen at  
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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**

I hear Barbra Drizin gave a wonderful presentation in April. Thank you, Barbra, for all your social marketing wisdom. I'm so sorry I missed it. Thank you, too, Jeniffer Thompson of Monkey C Media, for running the meeting. I'm so lucky to have such great members who can help out when needed.

I don't know about you, but I'm really looking forward to Amy Collins' presentation in May. Amy is a book distributor, the key to getting your book in bookstores, if that is what you dream of. She's going to talk about how to tell if distribution is a great strategy for you and your book, and how to be successful if you choose distribution. Amy has a wealth of publishing experience from her years at Adams Media and F+W Media, one of the most innovative publishing companies today. I encourage you to come hear what Amy has to say, if you want to be successful in publishing.

In June, join us for a special presentation by Susan McBeth, founder of Adventures by the Book. She's going to share how she comes up with and puts on her unique and wonderful book-centered events.

There's even more in store, so don't miss out. Check the website for upcoming programs as well. And always remember to check for location.

A reminder to all members: You must submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is 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 unsure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

Membership, which is \$37 a year, just as it has been for the last 10 years, is 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.





Next up for Read Local we have **the 3<sup>rd</sup> Annual La Mesa Readers and Writers and Artists Festival** on May 10, 2014, from 9 a.m. to 2 p.m. Donations of \$20 are requested for a spot, and we still have spots available. Contact Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com) or 619-743-5192 for more details and reservations.

Richard Lederer is the Keynote speaker. This year we will have the La Mesa Police Department parking lot for our event, located at 8074 Allison Avenue, La Mesa, CA 91942.

The Kiwanis Club of Alpine has allowed us use of their large event tents, so there will be plenty of shade for all participants. This exciting event is hosted by the San Diego County Library, Kiwanis Club of La Mesa, City of La Mesa, and the La Mesa Arts Alliance. Artists from around the county will also be in attendance. A food truck for your refreshments will be on hand. Scott Farrell, director of the Chivalry Today Program, will be on hand to demonstrate the art of sword fighting and explain the history of chivalry. And coming in June is the Fiesta Del Sol. Be sure to sign up for the newsletter at [Readlocal.org](http://Readlocal.org) to make sure you get notices about upcoming events.

Visit [www.readlocal.org](http://www.readlocal.org) to sign up for the newsletter so you don't miss other opportunities. 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, 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 you 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.



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# What Is Indexing?

By Catherine Barr

First let me answer the questions people always ask:

- “Yes, there are people who index for a livelihood.”
- “Yes, we read every word.”
- “No, ‘Search’ does not replace a properly indexed text. A concordance is *not* the same as an index. Don’t ask me that again.”

## Where

There are eight professional indexing organizations worldwide found in the U.S., the United Kingdom, Canada, Australia/New Zealand, Germany, South Africa, the Netherlands, and China. Founded in 1968, the American Society for Indexing (ASI), [www.asindexing.org](http://www.asindexing.org), is the only group representing professional indexers in the United States. It is divided into 18 regional chapters that periodically host continuing education information meetings. The national organization hosts an annual multi-day conference.

## What

Indexing is the mechanism whereby someone can access desired information through use of an orderly and logical presentation of access points. Traditionally, this has been through an index found at the back of a (usually) non-fiction, hard-bound book. But indexes can be used for many other media as well: newspapers, magazines, manuals, catalogs, meeting minutes, websites, and ebooks. (ASI is working hard to make that a future reality.) In other words, any chunk of information that someone needs or will need to use can be indexed. When I was in college, I even indexed some class notes for use in an exam!

## Why

In our ever-expanding information age, it is increasingly important for data to be organized in a way that it can be accessed by all different kinds of people. Not only do each of us with our unique backgrounds search differently as individuals, but different cultures have varying search styles.

## How

We have come a long way from the days of shoeboxes and index cards. Although some people will use word processing software such as “Word” to generate an index, professional indexers use one of three dedicated indexing software programs. The first to come on the scene was Macrex. Next came Cindex, then SKY. (Each of these is updated as needed.) Although the respective interfaces of these programs are very different, they all greatly facilitate the indexing process.

Learning *what* to type into the software is a never-ending learning experience, but there are several ways to help you get started. First, there are indexing instruction books, which you can find online. These will give you some idea of what is involved in the field of indexing and will help you decide if you want to pursue one of the courses offered by ASI, UC Berkeley, various colleges, or private individuals.

## Who

Although hired by an author, publisher, or packager, the indexer represents the interests of the reader; an advocate of sorts. It is the indexer’s job to ascertain the character of the intended audience and to think of terms that might be used to look up the needed information, whether or not the author used those terms. Because authors cannot be totally objective about their own words, they should never be their own final editor—or indexer.

In conclusion, remember: If readers cannot find the information they need, no matter what the medium, it might as well not be there.





## Lora Crommett

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

**Lora:** All aspects of writing interest me. I've always savored the way words are strung together and often read the same sentences over and over again. This fascination with words made me wonder if I could ever write like that—to make the words “sing” on the page—so I finally decided it was time to get serious about my long-time dream of becoming a writer. At that time I was teaching state preschool and follow-

through kindergarten, and I began taking evening writing classes at Citrus College, as well as at USC and UCLA. I've been freelancing for 35 years, publishing parenting and travel articles in national magazines and newspapers, including *American Baby*, *Baby Talk*, *Hawaii*, *Los Angeles Times*, *San Bernardino Sun*, and the *Baltimore Star News*. My first children's book, *The Blue Witch Who Dared to be Different*, was published last year, and I've recently submitted a picture book, *The Little Bird with One Wing*, for children with special needs. A few years ago, I started teaching memoir writing to seniors at retirement homes, which led to forming a writing group for Alzheimer's patients to help stimulate memory.

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

**Lora:** My love of reading had a great influence on my desire to write. When I first began to teach reading to kindergarten children, I wanted to help them develop the same love for books that I have. We made up stories in class; then I wrote them down and stapled them into little books to take home. This project not only motivated the children to read but fueled my desire to write and publish my own stories... and so began my writing career.

**PWM:** Did you previously have related experience in these fields?

**Lora:** When my son and daughter were in elementary school, I was asked to serve on the PTA Board. They needed a school newsletter editor, so I volunteered to do the job. I wrote the school newsletter and printed it on a mimeograph machine on top of my kitchen table. Yes, a mimeograph. I know that really dates me, but I'm grateful for that first, simple exposure to publishing. To my surprise, the newsletter won a national PTA award, giving me a little taste of success. Later, I wrote and edited other newsletters: *SOCAP News* for the Los Angeles Chapter of the Society of Consumer Affairs Professionals in Business, and *Green Acres News* for

residents living on March Air Reserve Base. Those early efforts (prior to the sophisticated technology available today) provided me with an opportunity to work with a professional printer. I learned how to organize the material, do paste-ups, and meet deadlines, and I gained a lot of experience in the small details important to production and the finished product. It eventually served to take my writing to the next level.

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

**Lora:** I joined PWSD last year but had been attending meetings for about 3 years prior to that. When the time drew near for my book to be released, I realized I needed the guidance and support of a professional writer's organization. Although I had been freelancing and publishing for years in periodicals, book publishing proved to be a different ballgame altogether. Just learning how to establish an author's platform and promote my book has been challenging. I remember one of the first meetings I attended was an eye-opener as I listened to the speaker talk about branding. Branding? In that meeting, I discovered how naïve I was about what lay ahead of me. PWSD has been a tremendous help as I forge ahead in today's challenging, ever-changing publishing environment. I've acquired current market information from outstanding speakers, learned how to build my platform, and networked with other members writing against the tide in such a competitive field. These benefits have all contributed to my professional growth and success.

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

**Lora:** In addition to a sequel to *The Blue Witch Who Dared to be Different*, I'm working on a bilingual book for Hispanic children, titled *My Papa is a Gardener*, with the plan of developing a series of books for young minority children to build pride in their family roots.

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

**Lora:** Don't be in too big a hurry to get your book out there. If you elect to sign with a small, independent publisher, be sure to research the company first. Make sure the genre and quality of books it publishes meet professional industry standards. My first book was printed three times and distributed prior to my seeing a printed proof. Each time, there were errors in the PDF sent to me; and despite my bringing them to the editor's attention, the book was printed without correction. When I saw the finished product being distributed on Barnes & Noble and Amazon, I was appalled. I cancelled my contract and had further distribution halted. This has been a hard lesson. I learned too late that although the publisher had been in business for quite a few years and also published a well-known magazine, its publishing experience had not included hard-cover children's books with color illustrations.

I've been in contact with Thom Kephart, Marketing and Author Outreach Manager for Amazon. He is a member of PWSD, and was the speaker at the PWSD January meeting. We are discussing having CreateSpace republish my book.



## 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](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@PublishersWriters.org](mailto: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](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); 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**





**Thursday, May 15, 2014, 6:00 p.m.**

## **“Publish & Profit with Ebooks”—Free Library Talk**

### **Cardiff Library**

**2081 Newcastle Ave., Cardiff**

PWSD member Andrea Glass, founder of The Ebook Academy, will discuss the nature and popularity of ebooks, the motivation for authors and readers, tips on writing and publishing and strategies for selling ebooks, and ideas on turning a book into a business or ongoing stream of passive income. The talk is ideal for new and experienced authors, and any individuals, business owners, professionals, retirees, coaches, or consultants who want to write an ebook for pleasure, profit, or promotion. For more information or to sign up, contact the library at 760-753-4027 or contact Andrea at 858-350-5235 or [info@theebookacademy.com](mailto:info@theebookacademy.com).

**Saturday, June 21, 2014, 9:00 a.m. to 1:00 p.m.**

## **2<sup>nd</sup> Annual Writers Expo**

### **University of Phoenix, San Diego Campus**

**9645 Granite Ridge Drive, San Diego 92123**

The University of Phoenix, San Diego Campus and Delta Mu Delta International Business Honor Society are sponsoring the second annual “Writers Expo” at the University's San Diego Campus.

The event is to promote professional writing of all kinds and to raise money for scholarships. Twenty-five authors will be able to showcase/sell their book(s) at a separate table inside a large classroom. There is a \$20 fee for each author.

During the Expo there will be workshops offered on the topic/craft of writing with sufficient time allocated between workshops for attendees to browse through the authors' room to talk with and buy their books.

This year, an anonymous donor is offering a free \$25-valued luncheon at a nearby Sizzler's from 2 pm to 5 pm for authors and presenters only. All authors (and presenters) are invited ... no cost and no obligation.

Any authors interested in showcasing/selling books should contact Tony Vianna at [simpatico1@juno.com](mailto:simpatico1@juno.com) or at 760-931-9695 for more information.



*If you hear of an event or discover a valuable resource for publishers or writers, please send it to [gab11853@aol.com](mailto: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](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 [gab11853@aol.com](mailto:gab11853@aol.com).

Would you like to appear in the newsletter's **member profile**? Contact Lynette Smith at [lynette@allmybest.com](mailto: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](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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a lasting impression!"*

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**VOLUNTEER**  
**TODAY!**

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