

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

May 2015

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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); 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 Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.com).

**Date:** Saturday, May 30, 2015

**Time:** 10:00 a.m. – 12:00 Noon

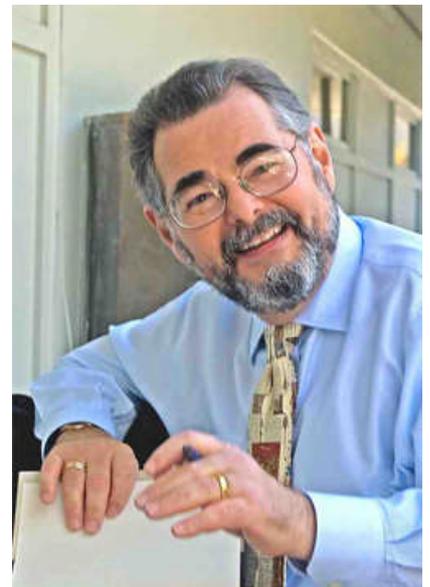
**Location:** Carlsbad (Dove) Library  
Plaza Paseo Real  
1775 Dove Lane  
Carlsbad, CA 92011

**Topic:** *What Every Author & Publisher Needs to Know about the Brave New World of Publishing*

**Speaker:** Jonathan Kirsch

Publishing attorney Jonathan Kirsch will provide an update on the latest legal issues in print, digital, and audio publishing in light of new markets, new technologists, and changes in the law.

Jonathan Kirsch is a publishing and intellectual property attorney based in Los Angeles, an expert witness in publishing-industry disputes, an Adjunct Professor on the Faculty of New York University's Professional Publishing Institute, and a lecturer and consultant on publishing matters. He has long served as general counsel to IBPA, the Independent Book Publishing Association, which presented him with its Benjamin Franklin Award for special achievement in publishing.



He is the author of 13 books, including *Kirsch's Handbook of Publishing Law* and *Kirsch's Guide to the Book Contract*, which are now in revision for a new and updated single-volume edition.



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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**

How do you get the media to pay attention to your book? That was the core of Jennifer Coburn's informative PWSD presentation on April 25. She regaled us with great stories about her own publishing adventure and those of her clients, and she stimulated us to think creatively about how to capture the media's attention and help them do their jobs. She gave us so many resources and ideas that everyone was scribbling throughout the meeting. Thank you, Jennifer, for sharing your experiences, which will help us break through all the noise and gain exposure for our books.

At PWOC's second meeting, we welcomed PJ Adams, who shared her publishing journey and top 5 secrets of success (*synopsis on pp. 4 & 5*). With a smaller group, we were able to have a discussion as well as a presentation, which makes those meetings different from the larger PWSD meetings, reminiscent of the old days. I encourage you to consider attending both, as your membership allows. For info on upcoming PWSD meetings, visit <http://publisherswriters.org/events/>; for PWOC meeting info, see page 4 of this newsletter and also visit [www.publisherswritersorangecounty.org](http://www.publisherswritersorangecounty.org).

On May 30, PWSD welcomes Jonathan Kirsch. He's the official lawyer of Independent Book Publishers Association and is one of the experts in publishing law. I had the pleasure of attending his presentation at Publishing University, so I know he will answer all your publishing, copyright, and contract questions clearly and concisely. This is a presentation you cannot afford to miss. The meeting will be held at the Carlsbad (Dove) Library.

On June 6, PWOC will feature John Richardson, who will teach us the secrets of successful blogging. Blogging is not only one of the best ways to build your audience and let them know about your book; it is also one of the ways to improve your ranking on Amazon. John has learned lots of tricks and tips, and he's ready to share. Be sure you join us at the City of Orange library.

**More upcoming meetings:**

- *PWSD, June 27*—Robin Cutler from IngramSpark "The Business of Independent Publishing: IngramSpark 101" (there was lots of buzz at Publishing University about IngramSpark's new programs).
- *PWOC, July 4* (no meeting, due to Independence Day holiday)
- *PWSD, July 25*—Marika Flatt from PR by the Book, "Rock Star Publicity: Book Promotion for the Bold and the Bashful"
- *PWOC, August 1*—an editorial panel made up of representatives of content editing, line editing, and copyediting, will answer all your questions and help you understand what your project needs and how it will benefit from each kind of editing.

*Continued on next page*

**More upcoming meetings**—continued from previous page

- *PWSD, August 29*—Jeniffer Thompson of Monkey C Media, “Branding, from Your Book Cover to Your Website”
- *PWSD, September 26*—Jared Kuritz from Strategies, “Turning Your Publishing Hobby into a Business”
- *PWSD, October 31*—Kim Anderson from the social reading site, The Reading Room, will introduce us to a great social reading site they created for discovery of your book by readers

And believe it or not, there are even more exciting programs in the works! Stay tuned for more programming; there’s lots of exciting energy in 2015!

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.

I’d like to remind all members to 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. But you must be a 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](mailto:karla@publisherswriters.org), and I will let you know.



*Read Local*



The Encinitas Street Fair was terrific for all participants. Thanks for joining us. We are trying to secure a booth at Fiesta Del Sol. We’re on a waiting list and will let you all know as soon as possible if we get in. Thanks for your patience.

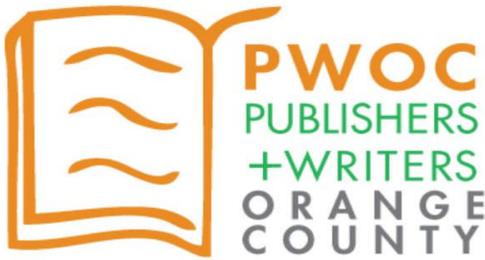
Please visit [www.readlocal.org](http://www.readlocal.org), to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, event planners 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. Check it out; Read Local is one of the best marketing deals around.



**“PWSD Likes Facebook!”**

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





## IN THE OC OR VICINITY?

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

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

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

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

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).

**Worth remembering:** As a PWSD or PWOC member, you can attend any chapter functions at member rates!

**Traveling from afar? Make a day of it!** The historic Orange Plaza is located just two blocks west of the PWOC meeting site. Within a two-block radius in every direction from the Plaza, enjoy any of over a dozen unique dining options, plus exciting shopping opportunities at the abundant antique shops and malls!



## NEXT PWOC MEETING on June 6, 2015: "Blogging for Success"

Most writers have been told that they need to have a blog, but few have found success with the medium. Blogging in 2015 is not the same as it used to be. Standard posts go nowhere and comments are almost non-existent. To succeed at blogging now, a writer needs to take a whole new approach. By combining a custom keyword strategy, a long form, research-based format, and a targeted social media approach, your new blog can cut through the competition and find success squarely on the front page of Google. You can become the authority in your niche.

**Presenter John W. Richardson** is a professional speaker, trainer, and published author whose specialty is taking complex ideas and making them simple and easy to follow. He works with school districts, private organizations, and small businesses to set goals, strategize projects, train staff, and implement solutions. He's written three books on personal success and three mystery novels (see [www.JohnWRichardson.com](http://www.JohnWRichardson.com)), plus articles on personal development along with helpful free downloads (see [www.PersonalSuccessToday.com](http://www.PersonalSuccessToday.com)).



## RECAP of May 2 PWOC Meeting: "Top 5 Tips from a Pro"

**Best-selling author PJ Adams** shared insights gained over her publishing career and trial and error with Meandering Trail Media.

1. **Planning from the beginning yields long-term results and cost savings.** Develop a clear concept and niche for marketing by considering what's in your book for the reader, identifying your category competition and keeping keywords current. Design our book for your platform: bookstores, online, clubs, organizations or other audience. Series sell, so consider what's next.

*Continued on next page*

*“Top 5 Tips from a Pro”—recap continued from previous page*

2. **Quality counts on the cover and inside.** PJ’s “Beret Woman” has become an icon for her travel series as the woman ladies want to be and men want to date, so she’s relatable and identifiable. Resources: Joel Frelander for book templates; InDesign and Lightroom for layout and design.
3. **Professional editors pay for themselves.** Know what you need and when. Editors serve different roles in the publication process. Publishers and Writers can help you find Acquisitions, Project, Developmental, Copy, Proofreader and Production Editors.
4. **Stand out from the crowd.** 80 million books are sold on Amazon alone. Drive people into bookstores with press releases, online author profiles, a title page and table of contents in your book to sell to libraries, one-day free giveaways, and Facebook advertising. You can also produce a full-color e-book edition, choose the right listing categories, create a tantalizing book trailer for your website and bloggers (check out Camtasia and iMovie tools), and consider remixing your previous content in mini-books with Slicebooks (sell for \$2.99 each).
5. **Stay active online.** Regularly (at least once a week) post new photos, tweets, links, commentary that speaks to your buyers and readers, and ads that talk to your demographic. Use preorders, medium or low resolution graphics for faster download, and talk about unusual aspects of your book along with memorable quotes. Monitor what books customers also bought and link to their popularity.



*Feature Articles*

## Join IBPA and Enjoy the Benefits!

By Brian Gahrn ([briangahrn@gmail.com](mailto:briangahrn@gmail.com))

The Independent Book Publishers Association (IBPA), headquartered just north of us in Manhattan Beach, is the largest not-for-profit trade association in the book publishing industry. IBPA’s mission is to serve small to mid-sized indie publishers and self-published authors by providing advocacy, education, benefits, and tools for success.

IBPA’s signature program is Publishing University (Pub. U.), an annual two-day, educational and networking event that focuses specifically on issues important to the craft and the community. This year, IBPA hosted its 27th Publishing University on April 10 & 11 in Austin, Texas. Nearly 300 book publishing professionals from across the country attended.

Every year, IBPA awards one Publishing University scholarship to each of its affiliate organizations. Competition is based on written responses to a few questions posed by IBPA, and the deadline to apply is December 31. Recipients are notified in mid-January. I was very fortunate to be selected as the 2015 scholarship winner for PWSD. In return, I’d like to share some of what I learned from the Publishing University experience with my fellow PWSD members.

1. **Enter the scholarship competition.** If you win, the savings are substantial. Not only did I save the \$375 conference fee, PWSD generously gave me an additional \$250 to defray expenses. Cashing in my Mileage Plus, airfare cost me \$11.20. Can’t beat that with a stick. If you don’t enter, you can’t win!

2. **Bring a notebook—there is a huge amount of information.** Plenary sessions featured industry experts who spoke on broad-interest themes such as how books sell, who holds the power in publishing, and blockbuster success stories. There were also more than 30 educational breakout sessions. Some that I attended were “How to be a Profitable One-Person Publishing Company,” “How’d They Do It? Real-life Success Stories from Self-Published Authors,” “Making the Most of Book Awards,” “Copyright Clarity,” and “Covers that Connect.” In addition, IBPA held a strategy session on how it can better serve its members.
3. **You won’t go hungry.** Although not a guaranteed benefit, industry sponsors generously provided some great eats. Freebies for this year included cocktails and snacks at the Thursday evening mixer, continental breakfasts, lunch, and the swanky Ben Franklin Book Awards (BFBA) dinner. Regarded as one of the highest honors in independent and self-publishing, think of the BFBA ceremony as a mini-Oscars, sans red carpet and annoying paparazzi.
4. **Industry insiders say “flab” is the new growth, making discovery more complex.** There are now more than 50 million books on Amazon. Authors need to focus on content development and find a voice to get their message out. Connect with your community. No one size fits all. To stand out, you need to convey a bold message, take risks, be different, and inspire! And dial down your expectations: 70–90% of bestsellers are brand authors (with half a million fans or more).
5. **Out with the old, in with the new.** IBPA directors serve on the board for 4 years, and the 2015 event marked the end of term for the current directors. After noting the accomplishments of the outgoing board, the membership voted in the new board, which includes our very own PWSD president, Karla Olson!
6. **Can’t be in four places at once? There’s a solution.** At any point, there are four separate breakouts in session. Since you can only attend one session at a time, what’s a savvy self-publisher to do? Order a DVD, of course! All sessions were videotaped and attendees could purchase them for a nominal fee, either individually or as a complete program set.
7. **Got a nagging question? Ask the experts!** Another nifty feature is Pub. U.’s “Ask the Experts.” When not in a session, lecturers were available in 15-minute increments to answer questions one-on-one. I met with Rana DiOrio (Little Pickle Press) to ask about B-Corporation possibilities, and with Attorney Jonathan Kirsch to ask a question on fair use and copyrights. If you are clear on what you need answered, you can get quality professional advice, free.
8. **Perhaps the single best return for me was an analysis of my book cover (*Young Person’s Guide*)** by our own Jeniffer Thompson and Shannon Bodie. Having followed Dan Poynter’s “Easy Steps to the Band” approach to cover design, I realized (too late) that I was set up like a bowling pin! Although I came out of that session with my backside tanned, Jeniffer and Shannon’s professional comments and suggestions were invaluable.
9. **Likewise, the contacts were invaluable.** Less so with industry pros, who at this point operate at a higher altitude than a newbie like me, but more so with new connections like Marta Zarrella (*A Tangled Web*), Karl Albrecht (*Brain Bites*), Tom Swyers (*Saving Babe Ruth*), Tamara Dever (TLC Graphics), Andy Sernovitz (*Word of Mouth Marketing*), Peter Goodman (Stone Bridge Press), Terry Doherty (Mom’s Choice Awards), and a host of other aspiring stars. Go for the food. Stay for the contacts.

Overall descriptors? Singularly worthwhile. High quality. Very professional. It was obvious how hard the IBPA staff worked on what was a very complex evolution. Do you get your money’s worth? You bet! For those who, like me, are totally green and are thinking about investing in Pub. U., my suggestion is to speak with someone who has attended so you can make the most of it. Now that I am an alumnus, feel free to contact me for the inside scoop at [briangahran@gmail.com](mailto:briangahran@gmail.com).





## C. L. Hoang

Author  
San Diego, California

clhoang@hotmail.com  
[www.mulberryfieldsforever.com](http://www.mulberryfieldsforever.com)

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

**C.L.:** I am a self-published author. That means I am intimately involved in every aspect and every stage in the publication of my book, from writing/authoring to editing, cover design, page layout, and printing, as well as publicity and marketing.

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

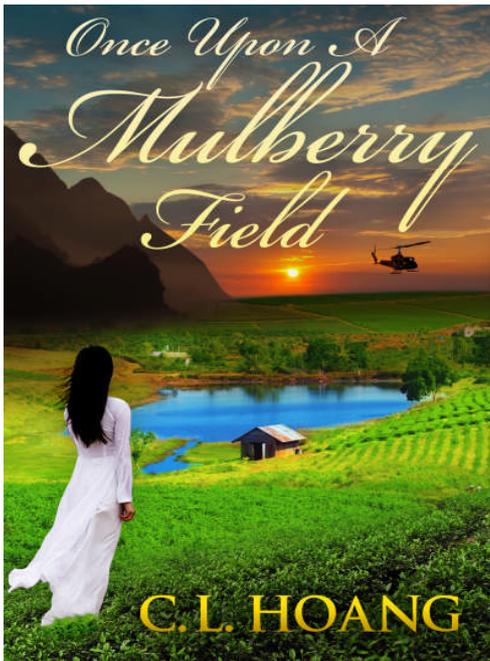
**C.L.:** I have always wanted to write and to share my stories with other people. You may call it a lifelong dream. The decision to self-publish stemmed from my desire to have the artistic freedom to tell those stories the way I feel is best suited for them.

**PWM:** Did you previously have any related experiences in writing?

**C.L.:** I have dabbled in writing before, but that was the extent of it. So to prepare for this huge, and some say daunting, project, I sort of went back to school and attended workshops and seminars on every aspect of self-publishing, starting with the most fundamental one—writing. And then, as I worked my way through each stage, I enlisted the help of professionals recommended by fellow writers with whom I worked closely and from whom I learned a great deal. That's why it took me six years to publish my first book, *Once upon a Mulberry Field*.

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

**C.L.:** I have been a member of PWSD for three years now. It is through PWSD that I've learned the intricacies of the publishing process and been kept apprised of the latest changes in the industry. It is also a great place to network, not just with other writers, but with professionals of all different skills as well.



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

**C.L.:** I'm currently working on my second book, which isn't a sequel, *per se*, to *Once upon a Mulberry Field*, but more a continuation in the same vein of rich material. It will be a collection of short stories that highlight the more human and personal aspects of the Vietnam War: how common people, both Vietnamese and American, coped to survive during the war and its aftermath. It will also offer a close-up glimpse of the contemporary history and culture of the Vietnamese people.

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

**C.L.:** Believe in your story with all your heart and tell it in the absolute best way you can. Write, edit (with professional help), rewrite—until you start spinning around in circles! Then go out there and promote the daylights out of it, all the while remaining realistic about your marketing goals.

Seize on any public speaking opportunity to share your story, no matter how uncomfortable you may feel, for it gets easier with practice. After all, who else can tell it better than you can, right? This is a long journey, hard at times but always exciting, so make sure you stop and savor every small accomplishment along the way. No matter what happens, never lose that sense of fulfillment already achieved just by finishing your book. Happy writing, and best wishes with your publishing efforts!



***Are you a current PWSD member who  
would like to be profiled in a future  
newsletter issue?***

**Contact Member Profile Coordinator Jed Lewis at  
[jlewis@sdbookeditor.com](mailto:jlewis@sdbookeditor.com)**

## 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 Jeniffer Thompson at [j@monkeycmedia.com](mailto:j@monkeycmedia.com). (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);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate!**  
That's a \$10 savings over 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**



**California Crime Writers Conference 2015**  
**Saturday & Sunday, June 6 & 7, 2015**  
**DoubleTree by Hilton Hotel Los Angeles–Westside**  
**6161 W. Centinela Ave., Culver City, CA**

Sisters in Crime/Los Angeles and SoCal Mystery Writers of America welcome aspiring writers and established authors to mingle with agents, editors, publishers and your peers for the latest inside information on publishing and self-publishing, to hone your skills, and to revitalize your creative juices at the California Crime Writers Conference 2015. Special keynote speakers Charlaine Harris (*right*) on Saturday, and Anne Perry (*lower right*) on Sunday. Join us in sunny Culver City for a conference that will heat up your writing and beef up your publishing and marketing plan. CCWC is only held every other year and is capped at 200 attendees to keep it intimate, so register early. Previous conferences have sold out.



**Registration:** Complete the online registration form at <http://www.ccwconference.org/> to pay online by PayPal.com, or print, complete, and mail PDF registration form (check payable to Sisters in Crime Los Angeles CCWC) to Sisters in Crime/LA, 1107 Fair Oaks Avenue, PMB 338, South Pasadena, CA 91030.

- Registration May 1, 2015 - May 31, 2015: \$335 (online and main-in registration closes May 31; mailed registrations also must be received by then)
- On-site registration (meal choice cannot be guaranteed): \$350
- Manuscript critique (5 double-spaced pages): \$50 (manuscript submission must be received by May 1, 2015; submission instructions will be sent prior to the conference)



**More Information and Cancellation Policy:** Visit <http://www.ccwconference.org/>.



**Chocolate, Cheese & Wine Tasting Adventure**  
**With Best-Friend Authors Liz Fenton and Lisa Steinke**  
**Wednesday, June 10, 2015, 7:00 p.m.**  
**Eclipse Chocolate Bar, 2145 Fern Street, San Diego, CA 92104**

**About the Event:** Grab the fun women in your life and join us for a fabulous *Chocolate, Cheese and Wine Tasting Adventure* as best friend authors Liz Fenton and Lisa Steinke discuss their new novel, *The Status of All Things*. Your *Adventure* includes a three-flight tasting of exotic chocolate truffles, artisan cheeses, and wines with Eclipse Bar owner and chocolatier Will, book discussion, Q&A, book signing, and the opportunity to meet the authors up close and personal in an intimate and decadent setting.

**About the Book and Authors:** What would you do if you could literally rewrite your fate—on Facebook?



This heartwarming and hilarious new novel from the authors of *Your Perfect Life* follows a woman who discovers she can change her life through online status updates. In *The Status of All Things*, Liz Fenton (R), a San Diego author, together with her best friend Lisa Steinke (L), a former talk show producer in Chicago, combine the humor and heart of Sarah Pekkanen and Jennifer Weiner while exploring the pitfalls of posting your entire life on the Internet. For anyone who's ever attempted—or failed—to be their perfect self on line, this is a story of wisdom and wit that will leave you with new appreciation for the true status of your life.



(Event information continued on next page)

**Special Note:** Parking may be limited, so you may wish to carpool or arrive early to find street parking. [Eclipse Chocolate Bar](#) offers a great happy hour from 4 to 7 p.m., so come early to find parking, then enjoy a glass of wine with your girlfriends until the event begins. Tasting will start promptly at 7 p.m.; don't miss one minute of this decadent event.

**Event Registration:** Cost: \$40 per person (add \$15 for signed book). Please note that no physical tickets will be issued. Due to the special nature of this event, no refunds are available after May 27, 2015, or for no-shows. Books will be available at the event for purchase and signing; pre-ordered copies will be delivered at the event.

**Contact:** Adventures by the Book at: [www.adventuresbythebook.com](http://www.adventuresbythebook.com) or phone 619-300-2532. P.O. Box 421472, San Diego, CA 92142.



## Tierrasanta Talks—

### Adventure with Renowned Artist and Safari Guide Fred Krakowiak

Thursday, June 18, 2015, 6:30 p.m.

Community Room, SDA Church, 11260 Clairemont Mesa Blvd., San Diego, CA 92124

**About the Event:** The mystery and spirit of the wildlife in Africa regularly lures photographers, artists, and safari adventurers. Now you too can share a unique opportunity to journey through this magnificent continent with renowned wildlife artist and photographer Fred Krakowiak as he discusses his book *The Artist's Safari* at our our next "Tierrasanta Talks" *Adventure*, shares stories as a leading African safari travel expert, and offers a painting demo. Adventures by the Book, in support of the [Tierrasanta Village of San Diego \(TVSD\)](#), is pleased to continue its exciting new program, "Tierrasanta Talks," similar in concept to the popular TED Talks.

**About the Author:** [Fred Krakowiak](#), wildlife artist and motivational speaker, realized his passion for painting, as well as his genuine love for the animal kingdom, after his first visit to the zoo at age 5 with his grandfather. His work is all about spontaneity and movement; he believes no creature alive sits completely still to have a portrait painted. Krakowiak is recognized as an Africa safari travel expert for those interested in undertaking an unscripted adventure, and his presentations are as breathtaking as his experiences. He sees Africa with an artist's eye, and his artwork is commissioned internationally by both private and corporate collectors. His books, *The Artist's Safari* and *Africa: An Artist's Safari*, will be available for purchase and signing at the event or may be pre-ordered below and delivered at the event.



**Event Registration:** Cost is \$10 per person (includes donation to TVSD). Please note that no physical tickets will be issued: For more details contact: Adventures by the Book at: [www.adventuresbythebook.com](http://www.adventuresbythebook.com) or phone 619-300-2532; P.O..Box 421472 San Diego, CA 92142



## Western Writers of America Convention

June 23–27, 2015

Sacramento, California

Visit <http://www.westernwriters.org/>.



## Romance Writers of America Annual Conference

July 22–25, 2015

New York City

Visit <http://www.rwa.org/conference>.



## **Book Passage Mystery Writers Conference**

**July 23–26, 2015**

**Corte Madera, California**

Visit <http://bookpassage.com/mystery-writers-conference>.



## **Southern California Writers' Conference, A Weekend for Words**

**Sept. 25–27, 2015**

**Newport Beach, California**

Visit <http://www.writersconference.com/la>.



***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)***

*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).

If you'd like to appear in the newsletter's **member profile**, Contact Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.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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