

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

May 2016

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Publishers & Writers of San Diego (PWSD)

is a professional association of the San Diego publishing community, with new chapters such as PWOC 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

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

If you would like to sign up for a **member profile** in this newsletter, contact: Sheri McGregor at sherimcgregor@yahoo.com.

Next Meeting: Saturday, June 25, 2016
10:00 a.m. – 12:30 p.m.

Location: Encinitas Library
540 Cornish Drive
Encinitas, CA

Topic: *How To Get a Book Deal with a Literary Agent or Publisher*

Speaker: Randy Peyser

Randy Peyser will share with you what you need to know to get an agent or publisher to offer you a contract – whether you are a first-time author, self-published author, or seasoned author.

Learn:

What topics are hot and what's not.

The sales tool you need to sell your manuscript to a publisher.

The quickest way to get an agent or publisher to stop in their tracks.

How to get cover endorsements.

The four biggest mistakes authors make.

The three things you absolutely must do to make your book stand out.

Two details about your writing that publishers always look for.

The five biggest questions publishers ask before they make a buying decision.

What you need to research before you query a publisher.

Why you need an agent.

How to title your book to maximize your sales potential.

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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



By Karla Olson
President, Publishers & Writers of San Diego

PWSD News

Whew!!! Fauzia Burke gave a great presentation at the May PWSD meeting, but, man, there were some technical difficulties. Thanks to Fauzia for her tremendous grace under pressure and to all attendees for their patience and support! I really couldn't ask for better members! You are always so appreciative!!

Fauzia shared her years of social marketing wisdom, condensed down into what she's found works best for busy authors. Her no-nonsense guidance is invaluable and makes online marketing so much less intimidating and accessible to all. If you haven't already, buy a copy of her to-the-point book, *Online Marketing for Busy Authors*. Then bring it to a future meeting and I'm sure she will sign it for you.

In June, we welcome Randy Peyser, who will give us her best advice for selling your project to an agent or a publisher. Randy's got a terrific track record of matching agents and publishers to projects, so you won't want to miss her presentation.

PLEASE NOTE: This meeting is at the Encinitas Library.

In July, Carla King will introduce us to the coolest new publishing tools available. In August, LeeAnn Garms will offer her secrets of book publicity. In September, Brooke Warner, from *She Writes Press*, will present "Green Light! What to Do When You Are Ready to Publish." What a terrific line up.

Please, please, please, be sure to check the website for location. We are moving around a lot right now, while the Carlsbad (Dove) Library is being renovated.

PWOC News

As a follow up to Fauzia's presentation, Barbra Drizin, of "Start From Scratch Social Marketing", walked us through the best practices for online marketing, starting BEFORE you sign up for your Facebook page or Twitter account. As always her presentation was overflowing with information. Look for Penny S.Tee's recap in this newsletter. (See page 5)

President's Message—*continued*

We won't be meeting in July because the meeting falls on the Fourth of July weekend. Check the website (publisherswritersorangecounty.org) or the July newsletter for what's upcoming in August, September and October.

PWOC meets in the Rotary Room at the City of Orange Library.

Just a reminder for PWSD members that you may attend PWOC meetings for the member price, \$10 per meeting. 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!

PWSD/PWOC Membership

As most of you know our yearly dues are a terrifically affordable \$47 per year. In addition to the reduced meeting fee, you get a listing in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

A reminder to all members that you must 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. 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, and I will let you know.



Read Local



Thanks to all who helped out with the Encinitas Street Fair in April. It was a great day, and I know the authors had fun. I got an email from Marcia Berneger, who said:

"I have to tell you--while I only sold two books at the street fair (I handed out bookmarks), my Amazon sales have shot up to the highest one day sales total SINCE THE BOOK CAME OUT LAST YEAR!! That was on Monday. On Tuesday sales were among my top ten days "

This kind of exposure can really kick start your book! Sign up for the newsletter to be alerted about upcoming events, but please, let us know if there is a street fair in your neighborhood. We'll look into participating.

Please visit 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.



Special Announcement

Former PWSD Carolyn Fox Board Member Passes Away

By Andrew Chapman



We in PWSD, as well as the San Diego publishing community at large, lost a dear friend and colleague in late March with the passing of Carolyn Fox due to stomach cancer. She was only 50. I had the privilege of knowing and working with Carolyn since 1998 when we met through a freelance project and became friends. Later, in 2005, I recruited her to be on PWSD's board, when we had a much smaller membership and no home base for meetings. She very graciously stepped up to perform the many thankless, behind-the-scenes duties of getting snacks and drinks, running other errands, cleaning up after our events, and all things unexpected. She was one of those people who truly enjoyed being of service.

As a publishing professional, Carolyn was unmatched as a proofreader. She was an editor as well, but her greatest gift was her eye for detail in the written word. Perhaps my favorite story comes from longtime PWSD member Tim Barger, who hired Carolyn for his book series. He tells of the time she pulled out her copy of the *Chicago Manual of Style*, in which Tim noticed a number of red marks. Upon his asking about them, she answered, "Oh, those are just some mistakes I noticed."

And yet here's the added element that made her so special — despite her obsessive attention to detail and fierce defense of punctuation and grammar, she could also be incredibly creative, funny, and easy going. Somehow, she took what she did seriously and yet never lived life too seriously. This manifested in a love of the relaxed San Diego lifestyle and care for animals. I should correct myself:

Her greatest gift was actually her dedication to our furry friends, which she told me on many occasions what was she *really* cared about, with proofreading just being a way to pay the bills. Her hours in publishing made it possible to volunteer many hours for animal organizations.

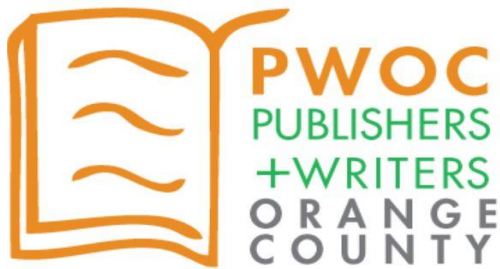
Though Carolyn had not come to a PWSD meeting in many years, due to her shift toward more animal-care work, her contributions to our group will be forever infused in its spirit and community.

Thank you, Carolyn, for all that you gave to the publishing profession, PWSD, and those of us who were lucky enough to know you.

Andrew Chapman served as President of Publishers & Writers of San Diego from 2003-2010 and is currently an advisor to the board.



Chapter Announcements



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.*

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit www.PublishersWritersOrangeCounty.org and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. **A fun, after-meeting plus:** Whenever you attend our meetings, bring your walking shoes along. Weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, al fresco lunch. **Other PWOC questions?** Email Jan Kingaard at jank3345@aol.com. **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



PWOC Meeting Synopsis, June 4, 2016 Barbra Drizin's Presentation, "Going Social"

Barbra Drizin's path to creating "Start from Scratch Social Media" has been one of resilience and education, both for herself, and then for teaching others. Her fascination with technology began in the Silicon Valley when she owned a successful staffing company. Her talk was packed with useful information. It was a breath of fresh air amidst the technological onslaught businesses face, requiring

posting on social media to compete. As she says, “It isn’t a choice today, it’s a necessity.” She teaches technology in easy-to-understand English. Perfect for people who freeze up when they begin to hear words like tweet – until now, an area they would prefer to leave to the birds. As she says, “Breathe.”

Successful Social Media:

- Chooses an appropriate social media platform
- Use complete profiles and accurate photo sizing
- Targets your audience
- Creates a consistent content strategy
- Engages, responds and builds relationships: it’s *social* media
- Drives your audience where you want them to go
- Analyzes & evaluates what works best

She advised us to remember that the more you post, the more you’ll discover which content, timing and frequency is most effective for you. There are many different types of social media. You have to choose those that fit you and your readers. Use blogs, newsletters and email to reach out to your fans. Email is still important – it’s the first thing all of us check. Use an email distributor like **MailChimp**. Be sure to develop a list of keywords and use them in your writing.

She has created a template to help writers establish their campaigns with surety and thoroughness. Engaging us with some of her clients’ websites, she walked us through her author’s social media marketing guide:

1. Perform a social media audit
2. Develop target audience demographics and interests
3. Establish social media goals
4. Develop a content strategy
5. Create essential documents and tools such as sell and speaker sheets
6. Develop an implementation strategy

In your implementation strategy, you want to make the most of your posts. Find out what groups your target markets join, who can you collaborate with and what is your competition doing? She emphasized using guest blogging as a mutually beneficial source of exposure. What media might be interested? Set up an author’s page on Goodreads.

She advised, anything you post is an extension of you, showing who you are, and what your brand is. Using social media, you get direct access to your audience who provides feedback with likes, comments and shares. You are connecting with your audience and they are letting you know what they like or don’t. Develop a list of keywords and use them throughout your blogs and on social media.

Videos are very important. They can inspire, promote, educate, and entertain. Videos are weighted the most by social media platforms, and have the possibility of going viral. She recommends making your videos about one-minute long. She uses audio jungle for the music and iMovie to edit the video. Next she examined the which, why, who, where and what of your current social media campaign:

- Which platforms are you on? – Do you know how to use them?
- Why? What is your purpose? – selling books, engaging your market, speaking?
- Who is your audience? – verify demographics.

- Where is your competition? What do they do? Check their posts, groups and likes.

In summary, fill out your profile, make sure your photos fit, target your audience (which do they use?), think of your content strategy, engage, respond and build relationships and drive your audience where you want them to go.

She recommends starting with one type such as **Facebook** and learning to use all of its functions. On Facebook business pages, there are analytics that are very useful including: fan likes, scheduling, dashboards, fan age ranges, where they are from and what languages they speak, and what types of posts were successful. You also can boost posts on Facebook to specific, customized audiences. Facebook blogs are called Notes.

Use **LinkedIn** is as if you are going to a networking event and you are carrying your resume with you. LinkedIn is a professional network so it can offer ideas of who to collaborate with. You can make what is called published posts which is the blog of LinkedIn. They are delivered to all of your followers and connections without any more intervention required. Don't use one large paragraph – no one wants to read it. Use some words, pictures, and videos.

In this fast-paced world of technological changes, it was a comfort to have Barbra walk us through the bumpy road of social media with her intention for us to avoid the pitfalls. We appreciated her taking the time to shed some light on these important marketing tools. Questions? Contact Barbra at “Start from Scratch Social Media”.

Contributor Penny S. Tee is a nonfiction writer and blogger. She is writing her memoir of her family's vacation in Israel, July 2014, when they found themselves at war. The missiles blasted her out of her complacency to working on Peace. Part of her story will appear in the 2nd Annual Memoir Showcase at the Grand Horton Theatre in San Diego, June 28, 2016. Her blog is www.PennySTee.com. She is also the founder of Writers4Writers, a writers' support group in South Orange County, CA.



Member Invitations & Reminders

Have newsletter feature articles/ideas? Send them to Glenna Bloemen at 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. Thank you for your continued support.

Want to be profiled in the newsletter? Tell Sheri McGregor at sherimcgregor@yahoo.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 one to two 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 Sheri McGregor and let her know if you wish to volunteer. We are currently scheduling member profile features through October. Thanks, and let Sheri hear from you soon!

Get found in the directory: Email your bio & 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. 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, and she will let you know.

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

Yearly dues are only \$47—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 4 or 5) in each newsletter issue.



Feature Article

GAIN THE COMPETITIVE EDGE WHEN YOU PITCH YOUR BOOK TO A LITERARY AGENT OR PUBLISHER

by Randy Peyser

I've just returned from Book Expo America in Chicago. This was my 16th year of pitching my clients' manuscripts to literary agents and publishers at this annual "feeding frenzy" for the publishing industry in the United States. I sold a memoir to a publisher right on the show floor. Last year, four out of five projects I pitched at this show were awarded contracts - two with publishers and two with agents. That makes a total of 40 people I now have under contract with agents or publishers I've found for them.

At the book show, I had one publisher tell me he gets 10,000 submissions a year. That's roughly 860 queries a month. Another time, I shared a stage with an agent, who mentioned she gets 1000 submissions a month.

So, how do YOU get your book noticed in this giant sea?

What I've discovered through my years of pitching manuscripts to agents and publishers, is that there are always ways to get your project considered - if you know how to do it. Here are three pitching tips I have used very successfully to get agents and publishers to consider my clients' manuscripts:

THE EYEBROW FACTOR

Before I pitch, I always ask myself: "What can I do to tip the sale in my author's favor?" Said another way: "What can I say to get that agent or publisher to raise an eyebrow?"

Think about your book. What is one thing you could say about you, or your book, that would get an agent or publisher to raise an eyebrow? Is your content positioned well for the marketplace? Is your

book related to a subject that is trending? Do you have prestigious or well-known endorsers? Do you have a following? Do you have a publicity budget?

You don't have to have all these things in place, but if you have at least one of these things - or another tipping point you can think of that can possibly influence an agent or publisher - use it.

Here is an example of one pitch I made that not only tipped the agent's eyebrow, but got her eyeballs to grow bigger than half dollars: I held a manuscript right under my nose, inhaled dramatically, and proclaimed in a voice four times louder than my normal voice: "I smell money!"

Did I have her "at hello"? You bet I did. She saw the opportunity to make a large amount of money on that project - and she did. She brought that project to auction and sold it for six figures in a bidding war among three major publishers.

At this year's Book Expo America, one of my pitches was for a woman in her mid-eighties, who had virtually no publicity platform. Still, I have three agents and seven publishers who are excited about her novel. Why? Here was my pitch: "This woman is the 'Grandma Moses' of the literary world - a talent worthy of world recognition. I think she could win a Pulitzer Prize. The writing is gorgeous." If you were an agent or publisher, would you want to grab the first read?

Think in terms of your own book. What is so compelling about your project, or you, that would make an agent or publisher so intrigued that they would absolutely *have* to consider your work?

CREDIBILITY COUNTS

If an agent or publisher you are pitching to is someone who does not yet know you, the other piece you must include is a brief statement of credibility. For example, I might say to an agent or publisher who I am meeting for the first time: "I have 40 people under contract with agents or publishers I've found for them." Other times I've said, "I have a team of editors who work for me. They've all worked for publishers, so they understand the publishing industry standards you expect." Then I go into my pitch. Both of these credibility statements have opened doors for me to be able to get my clients' projects considered.

SHOW COMPS

Here is one last piece of advice given to me by a literary agent at this year's book show: "When pitching your manuscript, immediately offer a comparison between your manuscript and two other books or movies." For example: [*Title*] is a cross between "X" and "Y". This gives agents a very quick snapshot of the general nature of your book.

I will be sharing a lot more information to help you get your book sold to a publisher at the meeting on June 25th, so please come and learn. Randy Peyser, www.AuthorOneStop.com





**Rick Lakin, Publisher
iCrew Digital Publishing**

icrewdigitalpublishing.com
Chula Vista, CA

Email: icrewdigital@gmail.com
Facebook or Social Media: @ricklakin



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

You: In 1983, I got out of the Navy and one of my fellow sailors presented me with a copy of his manuscript for *The Apes of Eden*, a 700-page epic poem written in Iambic Pentameter. In 2014, I obtained his permission to publish the book. I published it in four parts with a final version of *The Complete Saga*. Since then, I have published over twenty books from seven authors including eight mysteries in the San Diego Police Homicide Detail and a memoir written by a 90-year-old World War II Veteran named William Barrons. As a former teacher, it was a great honor and pleasure to be able to publish *The Power Stones* and *Awakening* in the Secrets of Artasia Series written by Erin Larene Wheeler, a former student at my high school.

One of my life rules is, "The best thing you did is the last thing you did". My most recent release this month is *The Ivory Caribou* by Caroline McCullagh, Winner of the Best Unpublished Novel by the San Diego Book Awards. A genealogical search for the story of her late husband's father takes Anne O'Malley to a remote Inuit village in Northern Canada where she finds relatives, behind enemy lines in World War I Europe, and back to the Inuit culture where she finds adventure and romance.

PWM: What first attracted you to writing or other aspect of publishing?

You: As a former Navy Nuclear Reactor Operator, I am a techno-geek and early adopter of technology. My father was a printer at The Ohio State University in the era of the Linotype and my sister was a poet and writer. Looking for a post-retirement occupation, I discovered how Amazon and

Create Space had democratized the publishing industry with ebooks and print-on-demand so I very quickly adapted my skills in the web, graphics and writing to provide services to new authors striving to publish in the fast-changing digital world.

The greatest gift I can give is to present the first print copy of a finished book to a previously unpublished author.

PWM: Did you previously have related experience in this area?

You: Over the years, I have worked as a writer, graphics producer and sports statistician in cable and broadcast television. I created my first website over 20 years ago by publishing a 92-page book on the internet. I have been a photographer and I am a member of the 1000 Club of the National Association of Sports Public Address Announcers. As a computer and video productions teacher, I started a club called iCrew Digital Productions, a Community of Young Media Professionals. All of these experiences contributed to the skills I needed to be able to provide publishing services to authors.

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

You: I have been a member of PWSD for almost two years. At my very first meeting, I presented my card to an author and within 7 days, we had her second book and my third book published. PWSD is a great networking organization and in this industry, it is very valuable to meet industry leaders as well as those struggling to publish their first books.

PWM: What are you working on now?

You: It is a great challenge turning even well-written books into a strong seller. Honestly, I am not speaking from experience because I have not yet published a bestseller. I believe that *The Ivory Caribou* by Caroline McCullagh is that book. I am going to publicize the book to Canadians as well as Americans who care about the Inuits of Canada and the Eskimos of Alaska and other indigenous peoples in North America. Fortunately, this is such a wonderfully-written book that it will appeal to readers young and old.

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

You: I have developed skills as a copy editor for my books. My number one goal for my authors is to edit out those mistakes and phrases that cause a loyal reader to put down a book because of frustration with errors and passages that detract from the message being conveyed by the author. My most important advice to authors is never go it alone. A second, third or fourth pair of eyes on your work is essential to revealing the errors and roadblocks in your book. Without collaboration, authors will make the same mistakes once and that can be the death of potential sales.

As publisher at **iCrewDigitalPublishing.com**, I relish the opportunity to provide that much needed collaboration and assist in Bringing New Authors to the Digital World.

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. 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 Jeniffer Thompson at 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), 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), 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);
- **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



2016–17 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

PUBLISH AND PROFIT WITH EBOOKS

July 30, 2016

Poway Library, Poway, CA

On Saturday, July 30, 2016, from 3:00 - 4:30 pm, Andrea Glass of WritersWay will be giving her free talk Publish & Profit With Ebooks at the Poway Library, 13137 Poway Rd., Poway, CA 92064. Come learn what it takes to move from idea to published ebook! Find out how to decipher the author and reader motivations, select the best subject, determine the ideal reader, create a winning title and book cover, build a team, publish, and ultimately sell your ebook! Contact Andrea at 858-350-5235 or andrea@writersway.com for more information.

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

July 29 – August 1, 2016

Los Angeles, California

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 commenced in mid-April. 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 for conference information or 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

Portland, Oregon

For details, visit <http://willamettewriters.com/>.

Southern California Writer's Conference: “A Weekend for Words”

September 23–25, 2016

Irvine, California

THE GREAT WHITE ART is what John Gardner called it, what it is that we writers do. While artists we may be, today's publishing realities mandate that, in order to win over the needed, passionate advocates of our work,

we must also become *entrepreneurial* authors. Entrepreneurial in spirit. Entrepreneurial in execution. Excellence in craft alone no longer cuts it. But excellence in craft and a meaningful book still matters the most. Having facilitated some \$4 million' worth of first-time authors' book and screen deals since 1986, the SCWC remains devoted to writers of all levels working to become both exceptional authors and modern, entrepreneurial self-advocates. Through its uniquely tailored, inclusive programs, the SCWC empowers writers with the vital recognition, encouragement, and understanding to better succeed in today's ever-changing transmedia marketplace.

Regardless of which path to publication you are pursuing, whether you're a writer just starting out, a writer unable to determine why your work isn't 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 and publishing professionals in a safe, supportive community, join your fellow writers for the 14th Annual Southern California Writers' Conference LA. Attendance is limited to 150 conferees. Price \$275 and \$295. For more details and to register, go to: <http://writersconference.com/la/>.

La Jolla Writer's Conference

November 11–13, 2016

Hyatt Regency La Jolla

San Diego, CA

Go to: <http://lajollawritersconference.com/> to print form and fax your printable registration form to 760-448-1127 or mail to La Jolla Writer's Conference, PO Box 178122, San Diego, CA 92177. Register by telephone: 858-467-1978.

California Dreamin' Conference

March 24–26, 2017

Location to be determined

The next California Dreamin' Conference will feature keynote speakers Robyn Carr and Sarah MacLean. In addition, the conference will have a Book Camp with Debra Dixon, an Agent & Editor Panel, critique sessions, and workshops. For more information, go to: <http://caldreaminwriters.com/>.



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From the Editor

If you're an 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 Glenna Bloemen at gab11853@aol.com.

If you'd like to appear in the newsletter's **member profile**, Contact Sheri McGregor at sherimcgregor@yahoo.com.

Would you like to help out by taking notes at one of our monthly PWSD 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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