



# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

September 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](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 Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).

**Next Meeting:** Saturday, September 24, 2016  
10:00 a.m. – 12:30 p.m.

**Location:** Encinitas Community Center  
1140 Oak Crest Park Drive  
Encinitas, CA

**Topic:** **“Green-Light It!  
What to Do Once You Think  
You’re Ready to Publish”**

**Speaker:** **Brooke Warner**

Your manuscript is ready to become a book, so now what? You know there are multiple paths to publishing, so how do you approach your options? Traditional barriers to publishing are higher than they're ever been, and there are myriad non-traditional publishing solutions, from DIY self-publishing to hybrid presses. In this presentation, publishing expert and publisher Brooke Warner explains the changing publishing landscape, and why the majority of authors today are becoming successful independently published authors—whether they initially pursue traditional publishing or not. This conversation will cover what it takes not only to green-light your own book, equipping you with a much-needed understanding of the most popular publishing platforms, but also what you need to know to help your book reach its readers and to succeed as an indie or hybrid author.



**Brooke Warner** is publisher of *She Writes Press*, president of Warner Coaching Inc., and author of *What's Your Book? Green-light Your Book* (forthcoming), *How to Sell Your Memoir*, and the co-author of *Breaking Ground on Your Memoir*. Brooke's expertise is in traditional and new publishing.

*She is the former executive editor of Seal Press and currently sits on the boards of the Independent Book Publishers Association, the Bay Area Book Festival, and the National Association of Memoir Writers. She blogs actively on Huffington Post Books and [SheWrites.com](http://SheWrites.com). She lives and works in Berkeley, California.*

**PWSD Officers**

**Karla Olson**  
President  
[karla@publisherswriters.org](mailto:karla@publisherswriters.org)

**Jeniffer Thompson**  
Web Master  
[j@monkeycmedia.com](mailto:j@monkeycmedia.com)

**Bob Goodman**  
Founder

**Andrew Chapman**  
Past President  
[andrew@publisherswriters.org](mailto:andrew@publisherswriters.org)

**PWSD Newsletter Staff**

**Glenna Bloemen**  
Newsletter Editor  
[gab11853@aol.com](mailto:gab11853@aol.com)

**Lynette Smith**  
Copyeditor  
[lynette@allmybest.com](mailto:lynette@allmybest.com)

**Lauren Castle**  
Circulation Manager  
[lauren@impress-express.com](mailto:lauren@impress-express.com)

**Lisa Nordquist**  
Social Media Liaison  
[Lisa@loveyourselffit.com](mailto:Lisa@loveyourselffit.com)

**Jeniffer Thompson**  
Webmaster  
[j@monkeycmedia.com](mailto:j@monkeycmedia.com)

**Sheri McGregor**  
Member Profiles  
[sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com)



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



**By Karla Olson**  
**President, Publishers & Writers of San Diego**

**PWSD News**

I write this on September 16 from La Vergne, Tennessee, the home of Ingram and Ingram Spark. Today I was privileged to take a tour of both the Lightning Source printing facility and the Ingram distribution center. Wow! Very impressive, I have to say.

As part of the acquisition of the Perseus distribution companies, I was invited to La Vergne to see the capabilities of this all-services operation. Ingram is thinking strategically about where this business is going, and anticipating what publishers of all structures and sizes will need to succeed. It is very exciting. I hope to have some of the people I've met come and talk to PWSD.

Thank you, Bridget Boland, for a great August program. She enumerated so many ways to make sure your book is successful, from how to choose the perfect editor to how to move beyond your personal blocks. Bridget will be back soon, if you missed her, as part of a bigger program from member Leann Garms. Watch for more in this newsletter.

Be sure to catch Brooke Warner on September 24. Brooke, the founder of She Writes Press, is a visionary in "hybrid" publishing. As you will learn, this allows the author to become a partner with his or her publisher. Brooke will speak about your options in today's publishing world, and how to "green light" your project. **Please note: This meeting will be held at the Encinitas Community Center.**

On October 29, Steve Wilson from Fast Pencil will offer his tips on successful production and promotion, gleaned from years of working with independent authors.

I am pleased to announce that the renovation of the Dove Library is complete, and we will return to that location for most of our meetings, However, please, please, please be sure to check the website for location.

**PWOC News**

We didn't have a meeting in September because of the Labor Day holiday. But we will make up for it on October 1, with our always popular roundtable format. Member and publishing expert Sharon Goldinger will answer your questions and brainstorm your opportunities with the group. On November 5, we welcome attorney Randy Morrison, who will help you understand all copyright and permissions issues. In December, Anna-Marie Abell of Big Head Marketing will brainstorm great marketing ideas especially for you. More about this opportunity soon. **PWOC meets in the Rotary Room at the City of Orange Library.**

*Continued on next page*

## President's Message—continued

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 fantastically affordable at only \$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 you can send a check, payable to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

A reminder to members: You must 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 an up-to-date member to be part of the directory. If you are not sure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.



*Read Local*



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.

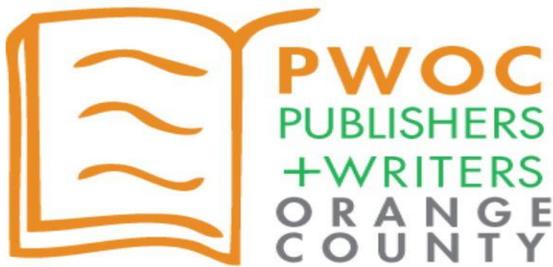
Please visit [www.readlocal.org](http://www.readlocal.org) to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, and event planners have all used the Read Local Directory to find authors to feature in their stories 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!

**“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 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.*

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

Tell your writing and publishing friends in the area 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. **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](mailto:jank3345@aol.com). **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



## “Get Your Publishing Questions Answered”

*With Sharon Goldinger*  
Saturday, October 1, 2016



If you've ever wondered about independent publishing and have questions, here's your opportunity. Whether you're writing a helpful nonfiction work or a stunning genre novel, the publishing process involves the same elements: preparation of your manuscript, production and printing of your book, and marketing your book. All of these steps involve lots of details. Here's a chance to get your questions answered. For example:

- When do I need to get permission to quote someone and what is fair use?
- What is the difference between POD (print on demand), short run, and offset printing?
- What are subsidy publishers and self-publishing service companies?
- Should I spend money on advertising? What is an elevator speech?

Learning what mistakes to avoid can save you much time and money; and the more information you have, the better decisions you'll make.

**Sharon Goldinger** is a nonfiction book editor, book shepherd, and marketing and publishing consultant. She is the owner of *PeopleSpeak*, a company that has been providing editorial and publishing services to authors and publishers for more than 20 years. Her clients' books have been successful bestsellers and award winners. She is also the vice president of the Publishers Association of Los Angeles. For more information, visit [www.detailsplease.com/peoplespeak](http://www.detailsplease.com/peoplespeak).

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

We are currently seeking feature articles for the upcoming issues of the newsletter. If you've read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna. Thank you for your continued support.

**Want to be profiled in the newsletter? Tell Sheri McGregor at [sherimcgregor@yahoo.com](mailto: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 for the next six months. Thanks, and let Sheri hear from you soon!

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

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

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

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.



## The Exciting, First-Ever, Soon to Be Annual [Indy Author Day](#) Saturday, October 8, 2016

During the Inaugural Indie Author Day, libraries from all across North America will host their own local author events with the support of the Indie Author Day team. In addition to these local programs, each library's indie community will come together for an [hour-long digital gathering](#) at 11 a.m. Pacific time, featuring Q&A with writers, agents and other industry leaders. Don't miss out on this fantastic opportunity for libraries and authors to connect on both local and global levels!

Is your library sponsoring any commemorative events that day? If so, participate or attend. If not, send your library's event coordinator to <http://indieauthorday.com/> and show them what they're missing when they see the impressive listing of [how many libraries nationwide are participating!](#) And if you're an indie author or otherwise support indie authors, volunteer to work with your local library on next year's Indie Author Day event!

**PWSD/PWOC and Read Local are proud sponsors of this event.** A partial list of other sponsors includes Independent Book Publishers Association, Self-e Library Journal, PressBooks Public, BookLife, BiblioLabs, Where Writers Win, No Shelf Required, BookBaby, IngramSpark, AuthorU, Written Word Media, Book-Works.com, IndieReader, Indies Unlimited, TCK Publishing, NaNoWriMo, and Self Publishing Roundtable. Links to these sponsors and more are available at [IndieAuthorDay.com](http://IndieAuthorDay.com).

## How to Sell Books Through Gift Shops in Parks

By Brian Jud

August 24, 2016

*Reprinted with Permission*

The National Park Service turned 100 on August 25, 2016. It seems appropriate to talk about how publishers can sell books through gift shops in parks and historic sites.

There are two major ways to sell to buyers at gift shops. One is to work through independent sales representatives found at <http://www.greatrep.com>. This site provides several entry points. Contact salespeople directly under “Lines Wanted,” or list your book in the “Reps Wanted” section. There is also a list of upcoming wholesale trade gift shows at which you can exhibit and/or network.

Second are third-party operators that buy for gift shops in parks and historical centers. They work in partnership with the retail outlets to ensure that their guests have a meaningful experience and can extend their experience by discovering relevant products in their stores.

Event Network (<http://www.eventnetwork.com>) manages stores on behalf of many cultural attractions at iconic landmarks and historic sites such as Gettysburg National Military Park and The Alamo. Started in 1998, Event Network is now the leading operator of cultural attraction stores worldwide. Reach Event Network at 9606 Aero Drive, Suite 1000, San Diego, CA 92123.

Eastern National (<http://easternnational.org>) was founded in 1947 to serve the national park system. It operates more than 150 units of the National Park Service in the Eastern United States, Puerto Rico, and the United States Virgin Islands. It is located at 470 Maryland Drive, Suite 1, Fort Washington, PA 19034.

Eastern National is also an independent publisher producing educational products for the National Park Service. “Our publications are different from those developed by traditional publishers,” Erin Sweeney, Inventory Replenishment Manager at Eastern National explains, “because Eastern National collaborates directly with the parks to produce educational material to fit specific needs within the park.”

The Western National Parks Association ([www.wnpa.org](http://www.wnpa.org)) is the official nonprofit partner of the National Park Service and its 67 national parks in the western United States. Headquartered at 12880 N. Vistoso Village Drive, Tucson, AZ 85755, WNPAs ensures that all products, services, and programs enrich the visitor experience.

Arcadia Publishing and The History Press are examples of publishers that can work with WNPAs as Community Partners. These imprints are the most comprehensive publishers of local and regional books in the United States. Titles such as *Denver City Park and Whittier Neighborhoods*, *The Grand Canyon: Native People and Early Visitors*, and *Glacier National Park* are bound to sell through WNPAs stores.

The core purpose of all three of these entities is identical. Laura O’Neal, a book buyer at Event Network, summarized their singular objective by saying, “Our goal is to create an extension of the guest experience at each of our partnerships. We source books that provide educational value and that offer an opportunity for visitors to explore and learn more about the different concepts and exhibits that they have just experienced. We also look to represent local authors and titles that celebrate the particular region or area in which the venue is located.”

They usually buy books on a non-returnable basis with discounts ranging from 50% to 70% off list price. Ms. Sweeney says, “The price should be under \$20,” and books priced at approximately \$10 to \$15 sell best.

Sales to parks and historical sites are seasonal, with sales peaking in the period from late May to early September. In general, hardcover books sell better than softcover books since parents seek books their children will be able to enjoy and keep as a memento of their visit to the venue. However, there are exceptions, as Erin points out: “Softcover books outsell hardcover in most cases in our stores.”

A major decision criterion of buyers is your content’s fit with the store’s image and customer base. In addition, books selected are generally site specific. According to Ms. Sweeney, “Few books are relevant to all our locations.” When you send your package to Eastern National, Erin recommends that you “Include a copy of the book and a sell sheet describing the data I need to make a decision.” Visit the stores and get a good sense of what they are about, and then submit your book with a description of how your content fits with the retailer’s mission and visitors.

Billions of dollars are spent in gift shops every year, and you can get your share of this market. Do your homework and submit a professional package that demonstrates how your content is different, better, and perfectly suited to their stores and guests.

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*Brian Jud is the Executive Director of the Association of Publishers for Special Sales (APSS – [www.bookapss.org](http://www.bookapss.org)) and author of How to Make Real Money Selling Books and Beyond the Bookstore. Contact Brian at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [www.premiumbookcompany.com](http://www.premiumbookcompany.com) and twitter @bookmarketing.*



## **Author’s Book Gets Added Sales Exposure Through Trade Association**

Lynette M. Smith’s summer 2015 handbook, *80 Common Layout Errors to Flag when Proofreading Book Interiors*, has just been accepted by the [Editorial Freelancers Association](http://www.editorialfreelancersassociation.com) (EFA) for publication in print and eBook, with slightly different content but the same title as what she has been selling on Amazon.

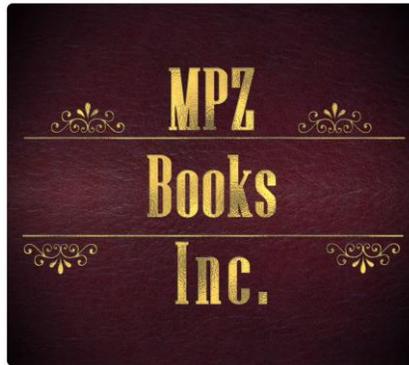
In early 2016, EFA announced its second annual campaign, inviting members to submit their booklet manuscripts for consideration. If their manuscript was accepted, they would remain the sole author but share copyright with EFA for print and eBook distribution through Lulu Press, Inc.

When [80 Common Layout Errors](#) was launched last year, its [eBook version](#) became an Amazon bestseller, and sales have been steady since then. Before submitting her manuscript to EFA for this year’s campaign, Lynette confirmed there would be no conflict in continuing to offer her original print-on-demand and digital handbook through Amazon, even with the same title; nor would there be a problem with pricing differently for each version. (In fact, EFA’s pricing is slightly higher than Lynette’s Amazon and KDP pricing.)

For each member’s booklet title accepted by EFA for publication, the member-author receives a one-time flat fee in lieu of what would be, in Lynette’s case, equivalent to author commissions on sales of about 100 handbooks through Amazon/KDP. The association does the layout, which is sent to the author for approval before publishing.

Do you have a book or booklet that would be suitable for publication and distribution through an appropriate trade association, in addition to your current sales channels? If so, it’s worth investigating!





## Marta P. Zarrella

**Author, Freelance Writer and CEO**

MPZ Books, Inc. and

Storyteller Can Freelance Writing Services  
Poway, California

[mpzarrella@gmail.com](mailto:mpzarrella@gmail.com)

[www.mpzbooks.com](http://www.mpzbooks.com)

*M.P. Zarrella* on Facebook, Twitter, Instagram and  
Google Plus

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

**Marta:** I have been doing freelance writing since about 2002. I began as an animal writer for the Southern California Equestrian directory and a few animal non-profits. In 2010, after the 2007 Witch Creek firestorm destroyed our family home, I began penning my thoughts in what became my first novel. This was quite by accident. I was not someone who “had a book inside.” My novel was published in 2013 and has a small but steady fan base waiting for book two. It has earned a number of awards and was best seller in two major markets.

One of the most significant achievements of this year is being selected to provide a chapter for a collaborative book by Jack Canfield, called *Success Stories*. My chapter is number 9 and received the Editor’s Choice designation. The book launched September 1 and hit within the top ten on 5 best seller lists on that day. I am honored to have met and spent a day with Jack, and to be included in this book. Experiences like this, I feel, give me experience to better serve my clients.

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

**Marta:** I have three children; two sons aged 31 and 27 and a daughter who just turned 26. We used to drive from Tampa Florida to Massachusetts to see grandparents almost every summer. A favorite pastime was telling what I called “pass around” stories where each family member added a “chapter” to what we were creating. Then a job relocation for my then-husband to Poway in 2000 changed my life. I was the trailing spouse with no job or contacts, and I got an email about a creative writing course. I have a Bachelor of Business Administration degree and worked for a telecommunications company, which is now Verizon, in Accounting and Information systems until the birth of my daughter. I did well in my career. The funny thing is, once I started writing, I knew this is what I was meant to be doing. My freelance work has earned recognition. The office wall is covered with plaques and certificates. I feel blessed to do what I do and honored to work with the clients who have sought me out. I discuss two of them in my *Success Stories* chapter.

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

**Marta:** I did business writing in my corporate career. In the early years, I wrote systems documentation and procedures. I wrote employee evaluations, business plans, etc. I think that is why I can write technical pieces as well as human interest stories.

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

**Marta:** I joined PWSD in 2008. It has provided so much education and inspiration. I was involved in the start up of Read Local San Diego as well. Through PWSD I met John O'Melveny Woods and Karla Olson, two individuals who encouraged, supported and inspired my taking the bold step of incorporating as MPZ Books and actually stepping into publishing. I have one title published for a client already under my belt. The book to launch this year will be my second.

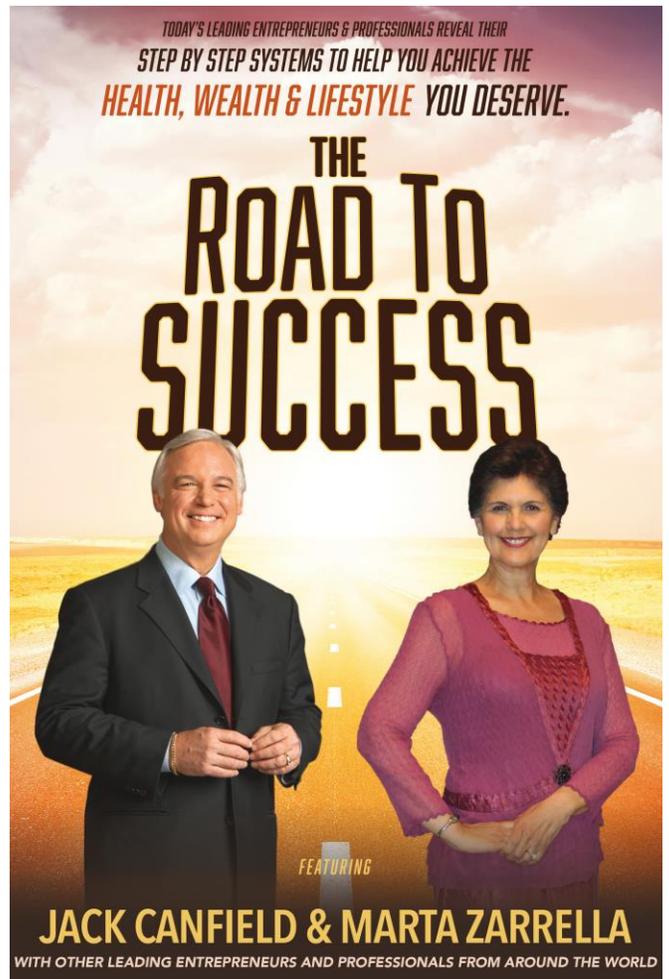
**PWM:** What are you working on now?

**Marta:** I now regularly read and provide feedback on aspiring authors' manuscripts, some of which have gone on to publication and retail sales. I incorporated as MPZ Books, Inc., in 2014, expecting to publish my sequel and possibly future projects of my own. However, clients have asked for my help with publishing, so I will be publishing a book I've co-authored via my imprint, Z Girls Press. We expect to publish and launch before year end.

I am also currently working on two memoirs, as well as coaching, consulting and editing for aspiring authors. My clients include a double PhD in Mechanical Engineering, a number of Medical Doctors, a plumber, a pilot, and a number of other amazing individuals who have done or are doing things to better this world.

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

**Marta:** There is nothing better than learning from a mentor who has been there and knows the ups and downs. Team and collaboration are an important component of being successful. Writing is a solitary endeavor, unless you are writing for the cathartic mind and soul clearing aspect of capturing your thoughts, it is important to share your work with others and get feedback. PWSD is an incredible resource. There are so many talented, experienced individuals in this organization. I am not as active as I used to be, because I am busy writing, reading, listening, traveling, or networking for myself and my clients.



## Membership Directory Update

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



## Welcome, New and Returning PWSD Members!

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

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

You'll also enjoy these additional benefits of membership:

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

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

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



## 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](mailto:gab11853@aol.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 matter 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 the form and fax your printable registration form to 760-448-1127 or mail to La Jolla Writer's Conference, P.O. 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/>.



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

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

To appear in the newsletter's **member profile**, Contact Sheri McGregor at [sherimcgregor@yahoo.com](mailto: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](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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P.O. Box 626, La Mesa, CA 91944  
619.743.5192  
[gab11853@aol.com](mailto:gab11853@aol.com)

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