



Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

December 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

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 Jed Lewis at publisher@laughingfire.com.

Next Meeting: Saturday, January 30, 2016

Time: 10:00 a.m. – 12:30 p.m.

Location: Encinitas Library
540 Cornish Drive
Encinitas, California

Topic: “Get Your Book Noticed”

Speaker: Gemini Adams

Don't drown in the sea of published books. Learn how to compete against the publishing Big Fish using the same highly effective book promotion techniques—without spending the thousands of dollars they do!

- Learn the secret power of book reviews—for free!
- Learn grass roots, low-cost marketing techniques to build your platform through customer reviews with Amazon blogger and You Tube book reviewers.
- Learn how to do outreach to these exclusive reviewers.

Gemini Adams is a British educator and the award-winning author of several published self-help and humor books that have been featured on *The Today Show*, *Reuters*, *The Huffington Post*, *The BBC*, *Take A Break*, *Yahoo*, *Women's Health*, *The San Francisco Chronicle*, *Digital Trends*, and *RED* magazine, to name a few.

Her books have been translated into Spanish, Chinese, and Japanese and have earned her the Mom's Choice® Gold Award, 2013 (Humor Books), Mom's Choice® Gold Award, 2010 (Death & Dying Books), The National Best Book Award, 2009, and the Dad's Seal of Approval, 2009.

A member of the Society of Authors, Authors Guild, and ALCS (Authors Licensing and Collecting Society), Gemini has also received the prestigious Winston Churchill Memorial Fellowship, 2006.



Best Holiday Wishes and a Happy New Year!

Remember no meeting in December.

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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

It was great to hear about the new discoverability site, The Reading Room, from Kim Anderson in October. So many ways to get word out about your book! This is one of the most challenging parts about publishing in general, even more so for an independent publisher. So many books, so little time! But finding your readers through sites like the Reading Room can really help. Be sure you support the Reading Room as a reader, as well as an author. Join now and participate!

Publishers and Writers of Orange County held a member brown bag in early November. The idea was to gather, with no specified presenter, and bring your successes, challenges, and questions to the group. We used to conduct these meetings with PWSD, until we got too big to manage them. I'm so excited that we can offer them again through the more intimate PWOC group. I encourage you all to keep in mind that there are unique learning opportunities with PWOC, and that any member is welcome to attend both meetings.

With the busy-ness of the holidays, we've taken a break, but we'll be back at it in January and February. On January 30, 2016, PWSD welcomes Gemini Adams, about how to get your book noticed by the media. She's offering the grassroots, low-cost, effective marketing that she learned from publishing her own books, one of which was a humor book. Be sure to join us for great ideas and some laughs! **This meeting is at the Encinitas Library.**

On February 6, 2016, in Orange County, Tricia Van Dockum from Ollie Media will share her insights with PWOC in getting publicity for your book. Tricia has worked with many PWSD members and is always smart and effective in her campaigns. I can guarantee you will learn a lot! **This meeting is in the Rotary Room at the City of Orange Public Library.**

Please note that the auditorium at the Carlsbad (Dove) Library is undergoing renovations, so we will not be able to meet there for the next several months. Please be sure to **ALWAYS CHECK THE WEBSITE FOR LOCATION.** We are sorry for the inconvenience but will do our best to let you know as soon as we can where our meetings will be held.

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!

See other important member invitations and reminders on next page!

President's Message—*continued*

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.

Reminder to all members of an important membership benefit that only works if you 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 an up-to-date member to be part of the directory. If you are unsure when you should renew, contact me at karla@publisherswriters.org, and I will let you know.

In closing...

We are facing many challenges in the world this holiday season. I wish you all good times and fellowship with family and friends. Remember, too, the power of your voice and your freedom to share your thoughts and ideas. Invaluable, too, is the community we feel when we gather to share best practices for success on our publishing journey. Happy Holidays, and all the best for a wonderful 2016.

Read Local



Thank you to everyone who participated in the Encinitas Holiday Fair. It was a beautiful day.

Watch for upcoming events, and please let us know if there is a street fair in your neighborhood. We'll look into participating.

We also need some volunteers on standby to set up for these events. If you are willing to help, we will offer free coop for that event. It will require a car big enough to hold several fold up tables and a tent (but believe it or not, we once got it all in Tony Vianna's Porsche!), set up in the morning, tear-down at the end of the event, and perhaps storage for a few days. If you can help, let us know at karla@readlocal.org.

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, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25 and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.



Have newsletter feature articles/ideas? Send them to Glenna 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 Bloemen, at gab11853@aol.com. Thank you for your continued support.

Want to be profiled in the newsletter? Tell Jed at publisher@laughingfire.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 1-2 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 Jed Lewis (see headline) and let him know you wish to volunteer. We are currently scheduling member profile features for the next six months. Thanks, and let us 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!

Because securing a space for our ever-growing meetings is one of our biggest challenges, we've adjusted yearly dues to \$47. This is still 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 5) in each newsletter issue.

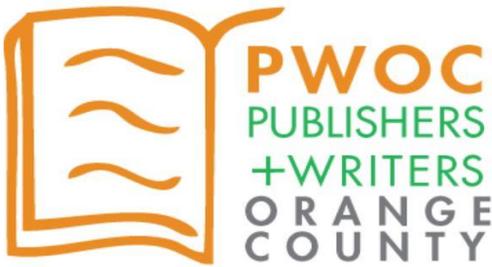


“PWSD Likes Facebook!”

[Visit us on Facebook today](#)

**and let us know
you like us!**





www

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.*

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 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. **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



Next meeting: **Saturday, February 6, 2016**
10:00 a.m. to 12:00 noon

Topic: **Book Marketing "On & Offline"**

Speaker: **Tricia van Dockum-Hedman**

Publicist and Founder of Ollie Media, Tricia van Dockum-Hedman, will discuss the marketing opportunities that are available to an author beyond just social media. We'll take a look at book trends and what's selling, the importance of developing a platform, creating successful book signing events, and various ways authors can effectively market themselves via print, radio, TV, and blog media.



PWOC November 7, 2015, Brown Bag Luncheon Meeting Q&A Synopsis: Part 1 of 2



Flora Brown moderated this meeting in which each attendee was invited to ask one burning question. This issue contains Q&A of what was discussed and followed up on, in response to the first four attendee questions posed. The January issue will contain the Q&A for the remaining five attendee questions.

Q1: Must the contents or cover of a bulk-sales version (print or PDF, but no ISBN used) of a book differ from the content of the same book (Kindle eBook with ISBN) to remain eligible to participate in Amazon's KDP Select program (which requires exclusivity in retail distribution for a given 90-day period)?

A: Consensus at the meeting was that the content didn't have to be different. However, Flora Brown, a book writing coach, later sent this link, <https://kdp.amazon.com/help?topicId=A6KILDRNSCOBA>, from the Kindle Direct Publishing website. It indicated that when you enroll a book in KDP Select, you're committing to making the digital format of that book available exclusively through KDP while it's enrolled in the program. *All content enrolled in KDP Select must remain for sale through the Kindle Store only.* If the digital version of your book

appears to be available for sale or for free elsewhere (such as on your website or blog, or a third party's website), then it is not eligible for KDP Select. Adding new content (such as a bonus chapter, author's commentary section, etc.) to a book that is available elsewhere will not satisfy the exclusivity requirements. However, *you may choose to make up to 10% of your book available on other sites as a sample, as well as continue to distribute your book in physical format (including print on demand books), or in any format other than digital.* You may also provide professional reviewers with a copy of your book via email for the purpose of editing, proofreading and helping with other quality improvements. See the [KDP Select Terms and Conditions](#) for more information.

Q2: What are your three worst mistakes and 3 most exciting positives in your writing, publishing, or marketing journey?

A: Flora Brown followed up with this feedback: "In this blog post I listed 10 ways to market outside the bookstore: <http://coloryourlifepublished.com/marketing-your-book/10-ways-to-market-your-book-think-outside-the-bookstore>. Three book events I enjoyed most didn't cost money to produce and I did sell books:

1. **Meet the Author Luncheon**—a fellow Toastmaster hosted a lunch/brunch at her home and invited her friends. I told how my book came about and answered questions. It was before the holidays, so some folks bought more than one book. The hostess bought 6 to give as gifts. This is set up similar to house parties. It works well because guests attend planning to buy. Give the hostess a special gift, and try to get a guest to book a future event.
2. **Set up a gift basket contest where your book is the centerpiece**—I contacted gift basket designers asking them to submit a design. They had to buy my book at wholesale price in order to have a copy to put in their entry. The winner received a social media package where I sent a press release to their home town newspaper among other things. They also could offer the gift basket on their websites if they wanted to buy more copies of the book. You sell some books and get visibility.
3. **Book signing at my local Curves.** The owner of the location where I was a member invited me have a book signing at her facility and allowed me to set up for a full day. She displayed an announcement at the counter the week before."



November 7 brown-bag attendees and their books.

Q3: Does anyone know about authors who ran successful Kickstarter or other crowdfunding campaigns, so I can learn how to set up a successful campaign for clients of my newly expanded small publishing firm?

A: Two authors who ran successful Kickstarter campaigns were mentioned—one a PWSD member and the other a retired flight attendant in Chicago, and their contact information was later provided. Flora also provided these helpful links about crowdfunding:

<http://blog.nathanbransford.com/2011/03/how-to-use-kickstarter-to-fund-self.html>

<http://mediashift.org/2013/12/3-successful-authors-3-successful-crowdfunding-platforms/>

<http://www.publishersweekly.com/pw/by-topic/industry-news/publisher-news/article/60598-kicking-off-with-kickstarter.html>

<http://writeitsideways.com/crowdfunding-for-authors-is-it-right-and-is-it-right-for-you/>

Flora also shared that Judith Briles has a free resource, *CrowdFunding Timelines for Authors and Writers*, at <http://thebookshepherd.com/>.

Q4: What [marketing techniques] have worked well for those who had money to invest in the effort? What worked well for those who had a shoestring budget or no budget at all?

A: Jan Kingaard, a marketing expert, provided this bulleted list:

- Set goals, strategies, tasks and timeline
- Establish metrics, time, and resource commitments
- Research, analyze, and segment markets according to appeal, motivation, affinity, expertise
- Define audience demographics and desired impact/action to be taken
- Analyze advertising opportunities
- Select media and promotional outlets, set up data sheets and database
- Match message and objective to medium and channel
- Draft monthly and project budgets
- Define brand, platform
- Plan for controversy
- Prepare messages and talking points
- Select newsworthy facts
- Prepare backgrounder sheets
- Develop news peg, angle, pitch
- Create sales materials
- Create print and digital promotional kits for media, speaking engagements, book sales
- Create book website, with Amazon and Barnes & Noble tags and listings
- Write and distribute press releases
- Develop social networking strategy
- Work with local restaurant, community center, book club or community organization to hold an event and bring in two relevant guests to address different facets of your topic (and sell your books, consulting, workshops or speaking engagements)
- Create video news release and post on your website, Vimeo, and YouTube
- Create 15-, 30-, and 45-minute digital presentations
- Plan radio, TV, personal, print, and online appearances
- Shoot newsworthy photos and captions
- Pitch and track feature stories to print and broadcast media, wire services
- Write letters/email to individuals, organizations, buying groups
- Follow up press releases, pitches, and special events
- Coordinate media relations locally and nationally
- Compile clip book and coverage report
- Write blogs (one on the topic of each of your chapters and then on feedback you get from readers of your book and audiences at your events).
- Look up relevant occasions in Chase's Calendar of Events or national events online

Synopsis submitted by Lynette M. Smith, All My Best Copyediting (www.AllMyBest.com) and Heartfelt Publishing (www.GoodWaysToWrite.com).

The New Publishing Platform on LinkedIn: Why You Should Care and How to Contribute

By [Stephanie Chandler](#) on Mar 10, 2014

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Recently, I was invited to contribute to the new publishing platform on LinkedIn, which essentially works like a large business blogging community. If you haven't seen it yet, you can view posts there by signing in to LinkedIn, then going to the menu option *Interests > Pulse*. Here you will see content generated by industry influencers—content that is earning a lot of visibility and buzz online.

According to [this announcement from LinkedIn](#), the publishing platform is currently in beta testing with about 25,000 contributors. You will recognize some big names, including Richard Branson and Bill Gates, alongside influential authors and speakers like Gretchen Rubin and Gary Vaynerchuk. And further down the page you'll see contributors you don't yet recognize.

LinkedIn says that the average post receives 31,000 views, 250 likes, and 80 comments. I have only recently begun posting there and can't say I've achieved numbers that high yet, but the data is promising. Best of all, LinkedIn is inviting business influencers to apply to become a contributor, and many are getting approved.

Reasons Why You Should Contribute:

1. The visibility can be great and can help you reach a much bigger audience, allowing you to further establish authority in your field.
2. Readers can choose to follow your posts, which means they will see your new content in their news feeds and network updates, even if they aren't connected with you the traditional way on LinkedIn.
3. Getting in early could have its rewards. LinkedIn plans to roll out this option to the general public eventually (no date has been announced). That could dilute this platform and make it rather noisy. However, those of us who get on board early will have an edge on the newcomers because we have a chance to build an audience and gain followers early.
4. There are no parameters regarding what kind of content you can share here, which means that you can re-publish content from your blog or other sources. Though Google doesn't like duplicate content when it comes to search, if the post has already been on your site for 30+ days, it should be safe to publish it elsewhere because it's already indexed by Google on your site. That doesn't mean you can't or shouldn't produce new content, but it certainly makes it easier to hop on board. I'd suggest that if you do repurpose content, mix it up a bit by changing the title and refreshing the first couple of paragraphs (which could help with better Google search visibility).

I personally think this is a smart move for LinkedIn, which will help the company earn loyalty from the business community and also generate more traffic. And it's a fantastic opportunity for authors and service-based business owners who have business-related content to share.

For more information, visit <http://authoritypublishing.com/internet-marketing/the-new-publishing-platform-on-linkedin-why-you-should-care-and-how-to-contribute/#sthash.TMmDbXPw.dpuf>



Create an Author Central Account

By [Stephanie Chandler](#) on Aug 12, 2014

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Amazon gives authors a fair amount of control and exposure by allowing you to create a free Author Central account: <http://authorcentral.amazon.com/>. As soon as your book is published and available on Amazon, you should create your account immediately.

Once you launch your account and claim your book(s), you can build out your author profile by including your photo, bio, a link to your blog feed (which will automatically display your recent blog posts), videos, event announcements, and Twitter feed. Your author profile link will be featured on your book's sales page, allowing visitors to learn more about you.

Another important benefit of the Author Central account is that you can also view your sales history. Amazon aggregates sales data from Book Scan and will show you the number of units sold each month, along with the geographic region where those sales occurred. Not all sales are reported here—for example, sales in some brick and mortar stores will not appear here—but it will give you a good idea of your book's sales history on Amazon.

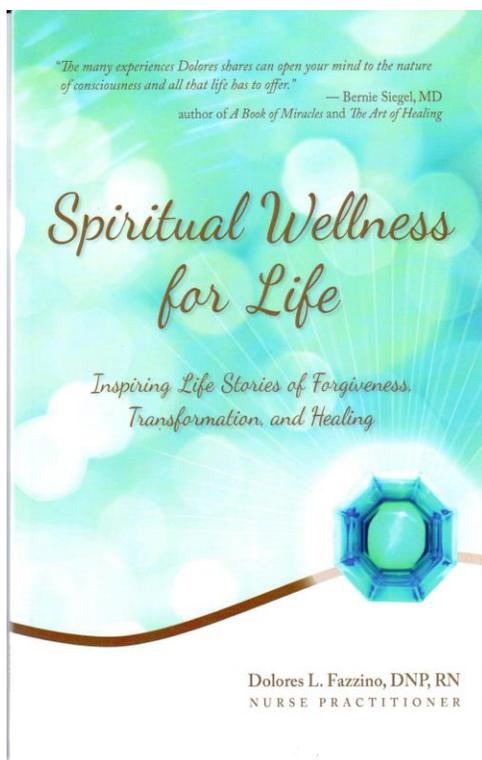
This is an excerpt from The Nonfiction Book Marketing Plan: Online and Offline Tactics to Build Your Audience and Sell More Books by Stephanie Chandler. Get a copy on Amazon.

For more information, visit <http://authoritypublishing.com/book-marketing/create-an-author-central-account/#sthash.GLCBxeOk.dpuf>



Book Review

Spiritual Wellness for Life by Dolores L. Fazzino, DNP, RN, shares the experiences of those who have sensed the unseen and gives suggestions on how to achieve spiritual wellness in your life.



Dolores explores how to achieve insight into the meaning of these experiences by providing step-by-step instructions to becoming more aware of our surroundings and ourselves.

At an early age, Dolores knew that there was more to life than the physical being. Later in life, as a practicing nurse, she experienced situations through herself and her patients' sensing strange phenomena that allowed her to know that we are not alone, that the human soul and spirit is strong and can communicate on many levels, and that there is divine intervention.

Dolores Fazzino, with a doctorate of nursing practice (DNP) is a nurse practitioner and assistant surgeon practicing in seven hospitals in San Diego County. With over 30 years of experience, she is a leading authority on combining traditional medicine, energy healing, and spirituality to help her clients to move forward with life's challenges with grace and ease.

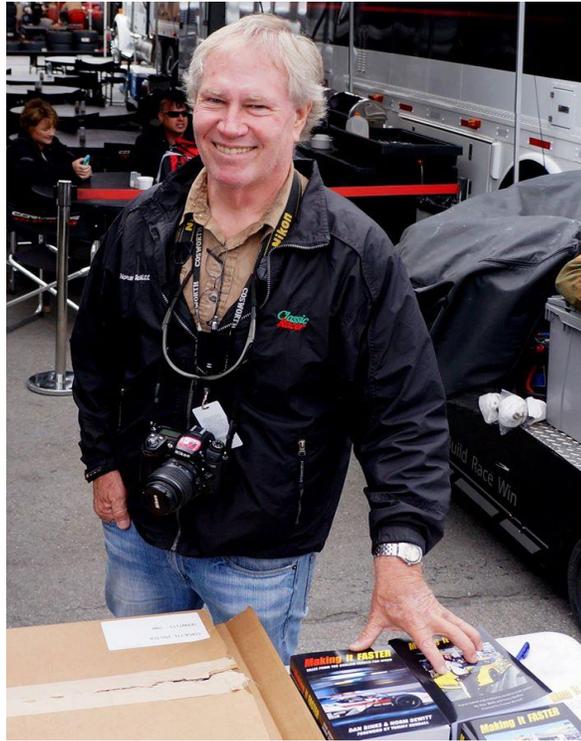
Available at Amazon.com and Barnes & Nobel. Rockstar Publishing House. Paperback, 83 pages. ISBN 978-1-937506-74-2. Retail for \$16.99.

Attention member authors only: Want your book reviewed? Contact Reviewer Glenna Bloemen at gab11853@aol.com for details.

Norm DeWitt, Author

Making it FASTER
San Diego, California

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www.makingitfaster.com



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

Norm: All aspects of speed sports: aviation, auto racing, motorcycle racing (on or off-road), unlimited hydroplane, and sailboat racing.

PWSD: What first attracted you to writing about these areas?

Norm: Like many growing up, I was attracted to high-performance vehicles, only I never grew out of it. I have raced, with some success, in cars and sailboats. A more extensive bio of me can be found on Amazon at my Author Page, <http://www.amazon.com/Norm-DeWitt/e/B00NO5R9W0>.

PWSD: Have you had any previously related experiences in publishing and writing?

Norm: I previously spent a decade writing for motorsport and aviation magazines around the world. Then one day I received a book offer. After soliciting advice from fellow journalists (“Are you crazy? Do you know how few people get a book offer these days?”), I decided to accept the offer. That book was *Grand Prix Motorcycle Racers, the American Heroes*. It did rather well. <http://www.amazon.com/Grand-Prix-Motorcycle-Racers-American/dp/0760334684>.

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

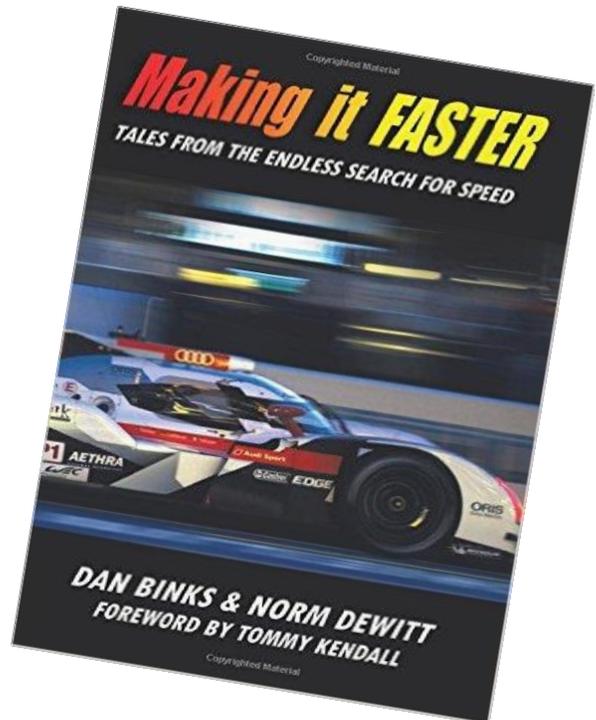
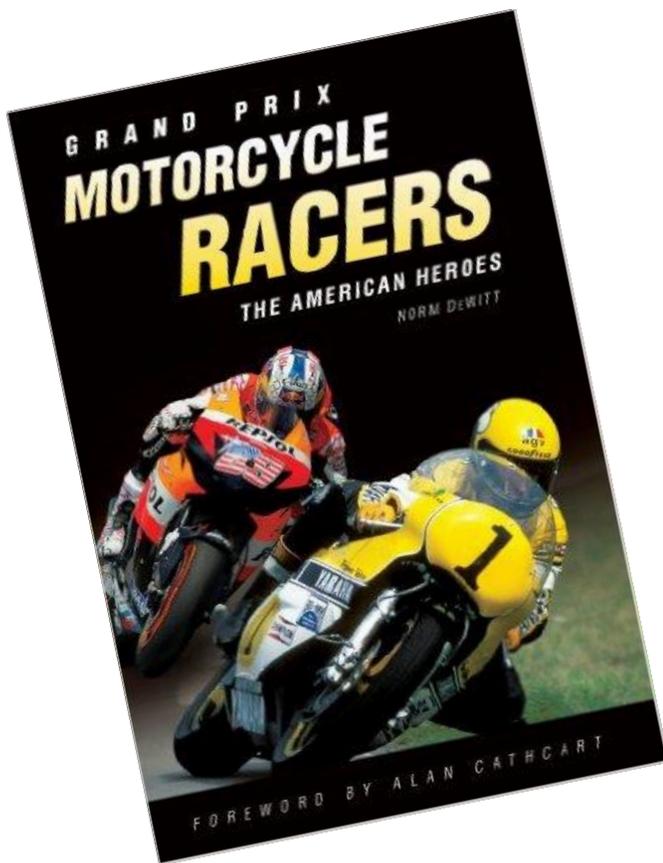
Norm: I am a newbie to PWSD and am still finding my way in the world of self-publishing, while learning as I go about the craft of writing books.

PWSD: What are you working on now?

Norm: No current projects. Tempt me.

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

Norm: Working with a publisher entails a great deal of compromise. Never again. Hence my most recent book, *Making it FASTER*, was self-published. The book, in paperback and Kindle versions, has been ranked #1 on Amazon in Motor Sports, Automotive Engineering, and Automotive Racing. <http://www.amazon.com/Making-FASTER-Tales-Endless-Search/dp/0991175506>.



Biographical information: Norm DeWitt is a San Diego architect and car/sailboat racer who also writes motorsport & aviation stories/books. He has fabricated his own racing machines, driving them to numerous National wins and track records. His engineering background has helped him gain an understanding of how these complex systems are developed and improved.

Hundreds of his articles, about the great racers and aviation pioneers of the past century, have been published around the world. He has also written a large number of technical analysis articles on everything from World War I fighter aircraft to current America's Cup sailboat technology.

His latest book, *Making it FASTER*, is a look at technical developments in all types of racing over the past 60 years and includes first-hand stories of designers, engineers, mechanics, and racers. *Making it FASTER* and *Grand Prix Motorcycle Racers* have both been finalists for the San Diego Book Awards.

You can find Norm on Facebook at <https://www.facebook.com/lagunaseca>, and his book descriptions with links to buy are on Norm's Amazon author page, <http://www.amazon.com/Norm-DeWitt/e/B00NO5R9W0>.



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

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



HURRY AND APPLY NOW*

**For a FREE Attendance Scholarship
At the IBPA Publishing University**

**April 8–9, 2016
Salt Lake City, Utah**

You're invited to join over 300 book publishing professionals from across the country for the Independent Book Publishers Association's (IBPA's) 28th Annual Publishing University: a two-day, must-attend networking and educational event focused specifically on issues important to indie publishers and self-published authors.

Press fast forward on your publishing program with 30+ educational sessions, including experiential learning labs, insightful keynotes, a gala book award ceremony, and fun networking events. You'll walk away with strategies, new connections, and innovative ideas to move your publishing goals forward.

Through IBPA's Affiliate Scholarship Program, IBPA awards one complimentary ticket to Publishing University to each affiliate, each year. Applications for the complimentary ticket are submitted online. After checking with each affiliate association to confirm membership, IBPA awards scholarships to the candidates who meet the established criteria.

The IBPA scholarship is intended for independent publishers and self-published authors who need assistance in growing their publishing program. PWSD/PWOC will provide a stipend of \$250 for travel, lodging, and food.

Applicants must be active members of both PWSD/PWOC and IBPA. In evaluating applicants, IBPA considers how the scholarship will assist the individual to become a successful publisher. We also require that the recipient share what they learned at Publishing University with their affiliate association members.

PWSD/PWOC will ask you to do a short presentation at one or more of our meetings, and write an article for the newsletter that recaps what you learned at Publishing University.

For more information and required qualifications, please go to:

<http://www.publishinguniversity.org/#!affiliate-scholarship-program/c1put>

or copy and paste that link into your browser.

***SCHOLARSHIP DEADLINE HAS BEEN EXTENDED TO
DECEMBER 17, 2015, at 11:45 p.m.**

If you have any other questions, please contact Karla@publisherswriters.org.



2016 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*



[January 6 \(Wed.\)—Orange County Satellite writer's group](#)

[January 8 \(Fri.\)—Pasadena/Altadena Satellite writer's group](#)

[January 14 \(Thu.\)—Westside Satellite writer's group](#)

[January 19 \(Tue.\)—South Bay Satellite writer's group](#)

For more information, contact President Flow Selfman (323-653-4555 or at floself@aol.com using the subject line "From the IWSC Site") or contact IWSC directly by mail (P.O. Box 34279, Los Angeles, CA 90034) or by phone (310-773-8075).

32nd Annual SDSU Writers' Conference

January 22–24, 2016

Whether you're a beginning writer or a published professional, the San Diego State University Writers' Conference is for you. Now in its 31st year, this writers' conference is designed to help every writer at every writing level. Learn how to improve your writing skills, develop your marketing awareness, and meet one-on-one with top editors and agents to facilitate the next step in your publishing career. **What to Expect:** breakout sessions: fiction, nonfiction, career and craft panels, and more; consultation and advance reading appointments; no-host mixer; networking lunch; Saturday evening reception; and conference choice awards. **For More Details:** SDSU College of Extended Studies, 5250 Campanile Drive, San Diego CA 92182-1925, (619) 594-3946, sdsuwritersconference@mail.sdsu.edu, or <http://www.ces.sdsu.edu/wc>. Social media: [facebook.com/sdsuwritersconference](https://www.facebook.com/sdsuwritersconference), twitter.com/sdsuwritersconf, [linkedin/sdsuwritersconference](https://www.linkedin.com/company/sdsuwritersconference), <http://www.ces.sdsu.edu/wc>.

San Francisco Writers Conference

February 11–15

Visit <http://www.SFWriters.org> for details.

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

February 12–14

The Annual Winter Conference is held over two days with an optional intensive day on Friday. The conference is held at the Hyatt Grand Central at Grand Central Station in New York City. Registration for the 2016 conference commenced last October. 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.



February 12–15

Any number of how-to books combined may not give a writer the one priceless bit of clarity that can make the difference between being published or not. Rejection by an editor or agent seldom yields the reason as to why a manuscript doesn't grab them, and it almost never reveals how it can be fixed to ensure that it ever will.

Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated some \$4 million' worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work.

And since our surroundings afford it—and we certainly encourage it—plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level.

So whether you're a writer just starting out, a writer unable to determine why your work's not working, a writer simply in search of some answers, a writer wanting feedback on what you've written, or just a writer who wants to hang with other writers, do yourself a favor and join us for the 30th Annual Southern California Writers' Conference (and Retreat) in San Diego, February 12–15, 2016. Your words are worth it!

Limited to 175 conferees. *Pre-registration for the winter conference opened August 1, 2015.* The winter conference will again be held at the Crowne Plaza San Diego, 2270 Hotel Circle North, San Diego, CA 92108. For more information, go to www.writersconference.com.

Temecula Valley Indie Christian Writers Conference

March 18–20, 2016

Taking place in Temecula, California. For details, visit www.inkandkeys.org.

Las Vegas Writers Conference

April 28–30

Taking place in Las Vegas, Nevada. For details, visit www.lasvegaswritersconference.com.

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

July 29 – August 1

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 will commence in mid-April, 2016. 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

Taking place in Portland, Oregon. For details, visit <http://willamettewriters.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 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 Jed Lewis at 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. 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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