



Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

May 2013

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Publishers & Writers of San Diego (PWSD)

is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Library (540 Cornish Drive, Encinitas, CA), or the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas); check meeting information in newsletter for current location.

Membership

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. For information and to RSVP for meetings, visit www.PublishersWriters.org

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

If you would like to sign up for a **member profile** in this newsletter, contact Lynette Smith at lynette@allmybest.com

Next Meeting

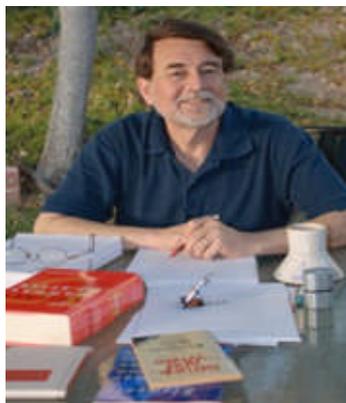
Date: Saturday, May 25, 2013

Time: 10:00 a.m. to 12:30 p.m.

Location: Carlsbad Dove Library
1775 Dove Lane
Carlsbad, CA

Topic: Writing and Publishing Today:
The Essential Role of an Editor
and Publishing Nuts & Bolts

Presenter: Larry Edwards



Larry Edwards, investigative journalist, will share with us:

- Why writers need editors
- What editors do
- When the manuscript is completed, what next?
- Publishing options, tips and traps

Larry Edwards is an award-winning investigative journalist, professional book editor, publishing consultant and the author of three books. His most recent book, "Dare I Call It Murder? — A Memoir of Violent Loss" won first place in the 2012 San Diego Book Awards, unpublished memoir category. He formerly served as business editor of San Diego Magazine and editor of The T Sector magazine, Maritime Quarterly, and the San Diego Log newspaper. He has served as a judge for the San Diego Book Awards since 2005.

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**STILL LOOKING FOR A NEW
CONTENT COORDINATOR!
WILL YOU HELP?
For more information
or to volunteer,
Contact Glenna Bloemen at
gab11853@aol.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.



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

In April, agent and publishing consultant Andrew Zack, of the Zack Company, shared his assessment of the state of the New Publishing Order. After considering the naming possibilities of the Penguin-Random House merger (Penguin House? Random Penguin?), he offered an overview of options and suggested strategies based on priorities and goals. It was an expansive look at what's now and what's to come. Thank you, Andrew.

One point that Andrew made, and one you hear me make over and over, is that, no matter which strategy you choose, it is of utmost importance to put out the most professional product you can. That begins with the editorial process. In May, PWSD member Larry Edwards will offer a rundown on the essentials of working with a professional editor: why it's so important, what to expect, how to find and select an editor. He will also share some basic editorial rules and guidelines so you can get it right from the very beginning.

This meeting is at the Carlsbad (Dove) Library. We are there for the next several months, but be sure to always check the website or watch for emails and newsletters to confirm.

Also, your RSVP is appreciated; it helps us to plan for chairs and handouts. Of course, you are welcome to come whether you've RSVP'd or not.

Upcoming programs include Sheri Fink, bestselling author, who in June will describe her publishing journey. In July, we welcome Julia Drake, book publicist, who will discuss how to create a publicity plan for your book. In August, IP attorney Mark Reichenthal will discuss the legal considerations of self vs. traditional publishing. In September we will hear an update on eBook publishing from David Wogahn.

And please put it on your calendar today to attend Dan Poynter's sure-to-be excellent program on October 26. Dan is the godfather of independent publishing and a terrific speaker. It is an honor that he had agreed to speak to PWSD.

See you all May 25.





Our next Read Local event is the second annual La Mesa Readers and Writers Fest on June 15 from 10 a.m. to 1 p.m. This year the event will include artists as well. We had a great turnout last year, with over 40 authors involved. Please sign up for the Read Local newsletter at www.readlocal.org, and I will send out registration information soon.

Many of you know that I recently took a job as the Director of Publishing for Patagonia, the clothing company. The job requires me to be working in the Ventura office during the week. If we want the Read Local events to continue, please contact me about volunteering to help. Researching and registering events, organizing participants, setting up the booths, and coming up with new ideas for how to present our books to local audiences are just a few of the ideas we need help with. If you want to help, please contact me at karla@readlocal.org

In the meantime, go to the Read Local website to sign up for the Read Local Directory. Click on "Get Connected Now!" in the center column and that will take you to the submission form. Fill this out with author/book information, and information about you and your book will be available to booksellers, librarians, reporters, producers, event planners, and all kinds of other people who can help you get the word out about your book. A basic listing is FREE! and it gets you listed in the following categories: Author, Title, Genre, and Location. For just \$25 a year, you can add a book description, an author bio, keywords, and other important information that highlights your book. Go to the Read Local website today to learn more! www.sandiego.readlocal.org.

Karla Olson



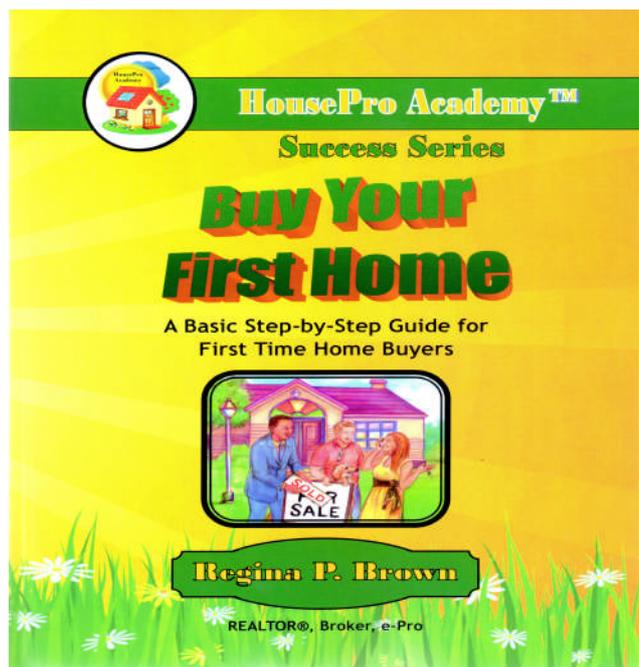
“PWSD Likes Facebook!”

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and let us know you like us!**



BOOK REVIEW SHOWCASE

Beginning with this month's issue, we will be featuring book reviews of PWSD members' works. Submit your work to Editor Glenna Bloemen for publication consideration. You can contact her at 619-743-5192, gab11853@aol.com or at any of the monthly meetings. This is a new member benefit you won't want to miss out on.



Regina P. Brown
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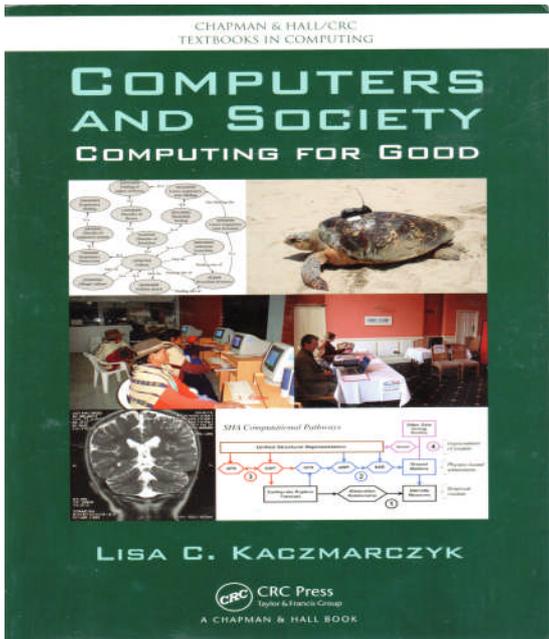
First-time author Regina P. Brown, Broker Realtor®, has designed a basic step-by-step guide for the first-time home buyer in her guide, *Buy Your First Home*. Her book is published by her company, HousePro Academy™, as the first publication in her Success Series.

Realtor® Brown combines years of real estate history and experience to provide a clear and concise step-by-step explanation on how and when to purchase your first home. *Buy Your First Home* explains in detail the benefits of home ownership, financing, credit scores, where and how to purchase your home, and what to do after the purchase is complete. This comprehensive guide provides all the essentials you will ever need to purchase your first home.

Chapters include preparing for home ownership, getting ready to shop for homes, finding your home, writing offers, purchase agreements, negotiations, escrow and closings. Brown provides helpful forms and samples and resources used in the real estate transaction. A glossary, acronyms, bibliography and index are provided for quick reference. Even if you have already purchase a home, this guide is a great refresher course to prepare you for your next home.

Buy Your First Home retails for \$19.95. Visit her site at www.HouseProAcademy.com for more details.





Lisa C. Kaczmarczyk, Ph.D.

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Computers and Society: Computing For Good is written by author Lisa C. Kaczmarczyk, Ph.D. Her series covers traditional areas of computing and related technical areas such as software engineering, artificial intelligence, computer engineering, information systems, and information technology. Kaczmarczyk has taken scientific information and has applied it into an interesting and easy to read work. The Appendixes and exercises following each chapter offer additional resources and references.

Computers and Society explains how the technological world has brought development into remote areas for the betterment of communities. She explains how software engineering and the requirements of gathering and specification development on methods of installing a computing system in the Andes has assisted in the development of this area.

Her further research explores patient care with digital image management when the system it used to store and manage digital images was overhauled in the Radiology Department at a leading children's hospital. This chapter focused on digital imaging technologies in healthcare, current and evolving standards for digital imaging data management in healthcare, and architectural solutions that addressed the explosion of multi-dimensional data from a storage and access perspective.

Kaczmarczyk explores the importance of computer systems in the medical care of children.

Another chapter explores the ability of American Citizen overseas to vote using computing technology. Kaczmarczyk explores the security and privacy issues that are critical technical challenges for Internet voting.

Another fascinating chapter explores the social networking and computer modeling aids for sea turtles. The author explains the importance of social networking for a professional computer scientist.

The importance of earthquake modeling through the use of computers is critical to saving lives throughout the world. Kaczmarczyk also believes that scientific computing is at the heart of earthquake science and understanding how earthquakes work.

Kaczmarczyk's research has led her down a personal path of development. Her visionary insight has provided a market niche for her apps, resulting in her own company. Her audience is primarily the public education system and students with learning disabilities. Her zest to expand her entrepreneurship has brought success to her and her emerging company.

You can find *Computers and Society: Computing for Good* through CRC Press, a Taylor & Francis Group, A Chapman & Hall Book.

Proofing Books In the Digital Age

By Linda Nix

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February 2012 pages 22 -23

The process of proofing a book for publication has become much easier for print books and much harder for e-books. When a print book is ready for press, it's sent to a printer who processes the files and returns proofs for checking. Press proofs need to be checked to make sure pages are in the correct order, all pages are present, and artwork quality is as it should be. Proofing also provides a last chance to see and correct any typos or other mistakes that slipped through the editorial process.

Many, many years ago, physical artwork was sent to the printer and galley proofs were returned for sign-off before printing. That process involved marking up any changes needed and sending the galleys back to the printer so staff there could make the changes. Sometimes a second set of galleys was sent for proofing.

Since the late twentieth century, we've been sending digital files to printers, but we still sometimes received printed proofs for sign-off. Some printers still provide a bound version of the book while others now send only a PDF for proofing.

With PDF proofs, you can't check for things like ink depth, but since the files are digital, the chances are good that the pages won't be out of order. A publisher who spots any change needed in a PDF makes the change and sends a replacement page to the printer.

Then another set of checks takes place—looking at things such as quality of binding and ink—when the printed book is shipped.

But in all cases, you are checking that what is printer is providing is exactly what you delivered, with no changes, and you are checking only one format: print.

That's far from what happens in e-books.

Proofing in E-Reading Devices

How do you proof an e-book? Or, to limit the question to just two basics in the multiplicity of formats, how do you proof an EPUB Book and its cousin in the Kindle format?

Each e-reading device renders an e-book file differently, depending on how the device supports fonts, images, backgrounds, and text justification and alignment.

Once you have prepared and validated an EPUB file, you need to preview it in as many different devices as you can. Of course, you may not be able to load your e-book file onto every single one of today's many—and multiplying—e-book reading devices, even assuming you can afford to own each and every one. But you can preview on various devices by using some free viewing software.

To proof EPUB Books, I use Calibre, Sigil, Adobe Digital Editions, and, to see how a book looks on the iPad, iBooks. If I'm happy with how the book looks in all these, I'm reasonably confident it will work with other ePub devices.

To proof Kindle e-books, I use the Kindle Preview app, which allows you to test different Kindle formats, including Kindle DX and the Kindle app for iPad.

What to Look For

In print, you are checking to see that the book you receive from the printer looks exactly the same as the book you sent in terms of layout, fonts, margins, pages, and so on. Since e-books display differently in different devices, none of those things will look the same.

So first, you need to forget the idea that your e-book should look the same as your print book or indeed look the same on each device. And then you need to check for specific things including:

- Character sets: if your source file used an unusual font, some characters and symbols may not render properly.
- Line breaks in mid-sentence: artificial line breaks used for print need to be removed in reflowable books.
- Structure and page breaks: each chapter should start on a new page, and section breaks will need a visual cue other than white space.
- Layout: although a layout may render differently on different devices, it needs to work for each of them.
- Images: check for resizing and background transparency (for example, if you have a graphic that isn't a square, it should have a transparent background, not a white background, so that all you see is the graphic, and not the white showing up as a square when the e-reader display isn't white).

This list is not exhaustive, and what you need to check will depend in part on a particular book's content and format(s). But whatever you check and however you check it, do all your checking and correct all mistakes before the e-book file goes to any distributor or vendor.

Linda Nix is a print and online publishing professional with particular expertise in digital publishing for both print and digital formats. Although she will broker e-book conversion services on request, she notes that she much prefers providing e-book production services and helping publishers integrate e-book production into their everyday publishing operations. Learn more at goldenorbcreative.wordpress.com and goldenorb@me.com.





Phil Bolsta, Author

- *Through God's Eyes: Finding Peace and Purpose in a Troubled World*
- *Sixty Seconds: One Moment Changes Everything*

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www.SixtySecondsBook.com

www.PhilBolsta.com (blog)

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

Phil: I recently published my life's work, *Through God's Eyes: Finding Peace and Purpose in a Troubled World*, through Create Space. It's a comprehensive guide to living a spiritual life. My first book, *Sixty Seconds: One Moment Changes Everything*, was published by Simon & Schuster. It's a collection of 45 uplifting, life-changing stories from prominent spiritual authors and thought leaders I interviewed. As you can probably tell from these two books and from my blog, "Triumph of the Spirit," I enjoy writing about spirituality and anything that's uplifting and inspiring. But I also enjoy ghostwriting books and doing other work for an assortment of business clients. Recently, I used Kindle Direct Publishing to publish an eBook about how to write humorous greeting cards, a craft I was involved in for 20 years.

PWM: What first attracted you to writing?

Phil: Asking me why I write is like asking me why I breathe. I've written for as long as I can remember because I have a need to express myself, whether it's to communicate ideas to other people or just to gain clarity on my own thoughts and feelings. I didn't begin writing professionally until I was in my early 30s, when I was an operations manager for a small investment management firm. That's when I experienced firsthand that when you suppress a talent long enough; it eventually surfaces as a need. I had no choice but to pursue writing as a career. I didn't choose it; it chose me.

PWM: Did you previously have related experience in writing?

Phil: I've been writing magazine articles, newsletters, brochures, website content, print ads, employee communications, award entries, billboards, and catalog copy on a freelance basis for almost 25 years.

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

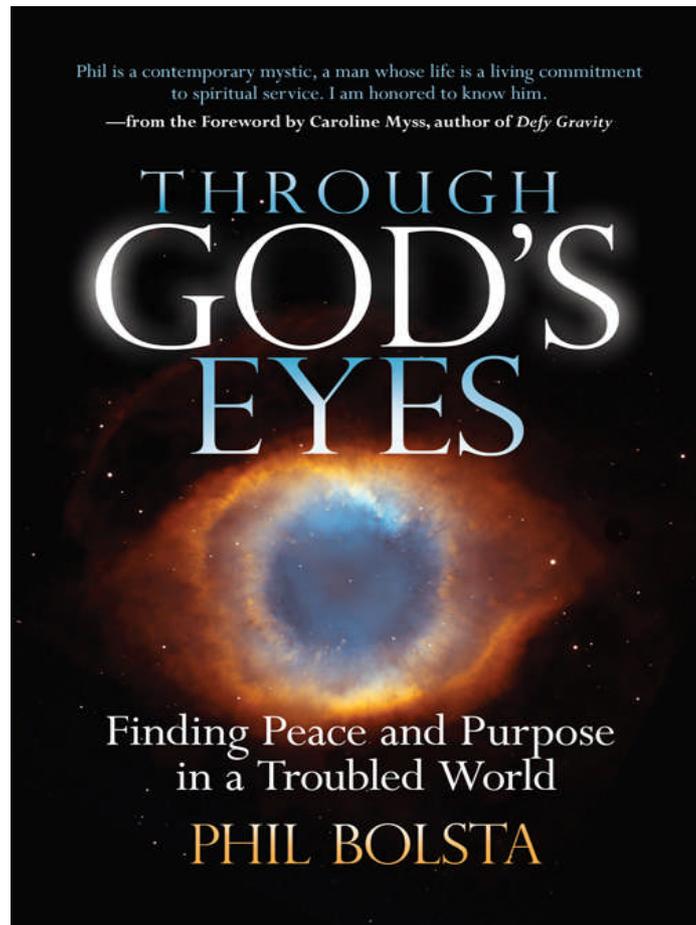
Phil: I joined PWSD in May 2012. Until my recent move to Encinitas, I had lived my entire life in Minnesota. It's wonderful to belong to such a thriving community of writers here in my new home. The monthly lectures have been a big help in expanding my knowledge about publishing and related topics.

PWM: What are you working on now?

Phil: I am promoting my book, *Through God's Eyes*, and continuing to blog and write magazine articles and copy for individual clients. I am also working on another spiritually themed eBook that I hope to publish soon.

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

Phil: I urge all writers to continually work to improve the quality and the clarity of their writing. Too many writers think they're good enough and don't keep striving to get better. I used to be one of them until I learned the hard way that I had been naïve. I wrote a long blog post laying out exactly what writers need to do and why. It's called "Here's Why Your Book Is Unpublished." You can find it at <http://bolstablog.com/2009/11/10/unpublished>



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/pwzd-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 her July 28 presentation.

Welcome, New and Returning PWSD Members!

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

1. Subscribe to PWSD at www.PublishersWriters.org. 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@PublishersWriters.org. (See preceding announcement.)

You'll also enjoy these additional benefits of membership:

- Monthly meetings, held the first 10 months of the year (usually on the last Saturday), that offer educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- Our monthly electronic newsletter, *Publishers & Writers Monthly*, containing information about local, regional, and national publishing activities, including news regarding your annual holiday social event that provides a time to socialize with members and new prospects;
- Discounts on national membership dues for Independent Book Publishers Association (www.ibpa-online.org), 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); and
- Regional collaborative marketing efforts.

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

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

Local Writer's Expo

Saturday, June 8, 2013, 9:00 a.m. to 1:00 p.m.

9645 Granite Ridge Drive, San Diego, CA

"Writers' Expo" will be held June 8, 2013, from 9:00 a.m. to 1:00 p.m., to raise money for University of Phoenix student scholarships. The expo is co-sponsored by the School of Business, San Diego Campus, University of Phoenix, and Delta Mu Delta International Business Honor Society. The event, which is free to the public, comprises four unique workshops on the craft and business of writing, a used-book sale, and an authors' book signing event. PWSD member Tony Vianna is looking for authors to showcase and sell their books. The fee is only \$20 fee per author, and all proceeds from book sales go to their exhibiting authors. Contact Tony at 760-931-9695 or simpatico1@juno.com.



2nd Annual Readers & Writers Festival

Now called Authors & Artists Festival

Saturday, June 15, 2013, 10:00 a.m. to 1:00 p.m.

Community Room, La Mesa Police Department, 8085 University Avenue, La Mesa

Get ready for the 2nd Annual Readers & Writers Festival held to raise money for the Friends of the La Mesa Library. There will be guest speakers throughout the day. Illustrators, artists, and photographers are invited to join the event this year, and cost of an exhibit space is \$20 for the whole day. Like last year, spaces will be located in the area between La Mesa City Hall and the La Mesa Library. Please bring your own table and chair, as these will *not* be provided this year. The venue is located directly across from the La Mesa Library at 8074 Allison Avenue, La Mesa, CA 91942. This event was a great success last year and it would be great to have you all participate this June. Authors should contact Karla Olsen (karla@readlocalsd.org) to reserve your spot. Illustrators, artists, and photographers should contact Glenna Bloemen (619-743-5192 or gab11853@aol.com) or John Schmitz (619-460-1744 or jcschmitz@hotmail.com) to reserve your spot.



The EBook Academy Writer's Retreat

August 2, 3, 4, 2013

Oceanside, CA

Retreat! It's time to write your EBook. Join other writers at the E Book Academy for three days of EBook summer writing. There will be dedicated time, solitude, ocean breezes. Two private sessions with writing and marketing coaches. One optional workshop on writing EBooks. Two group brainstorming sessions. You will be given a free EBook Cover Design and press release. Retreat will be held on a hill overlooking Oceanside, California. Cost: Early Bird (by July 1, 2013) \$997.00. After July 1, 2013, \$1,297.00. Facilitators Andrea Susan Glass and Bruce Fischer. Apply now at www.TheEbookAcademy.com/Retreat.



If you hear of an event or discover a valuable resource for publishers or writers, please send it to gab11853@aol.com by the 1st of the month.

From the Editor

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, Web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of www.PublishersWriters.org for membership information, and visit the home page to sign up for this newsletter.

The closing date for newsletter contributions is the 1st day of each month. Send your contributions to gab11853@aol.com.

Would you like to appear in the newsletter's **member profile**? Contact Lynette Smith at lynette@allmybest.com.

Would you like to help out by taking notes at one of our monthly meetings and then **writing up the meeting recap** for the next newsletter? If so, contact Lauren Castle at lauren@impress-express.com. We're looking for one volunteer a month so we can have each meeting covered.

Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing Community!

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a lasting impression!"*

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