



## Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

July 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](http://www.PublishersWriters.org)

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send contributions 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 Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com)

### *Next Meeting*

**Date:** Saturday, July 27, 2013

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

**Location:** Carlsbad Dove Library  
1175 Dove Lane  
Carlsbad, CA 92008

**Topic:** The Basics of Creating a Book  
Publicity Plan

**Presenter:** Julie Drake

**Why do you need publicity? Because you can have the greatest product in the world, and if nobody knows about it, it won't sell.** It's like the proverbial tree falling in the woods. Publicity is the art of building awareness of your book and platform with your target audience. The objective is to gain positive coverage by connecting media with the audience for your book. Coverage may include reviews, interviews, profiles, feature articles, guest articles, op-eds, and mentions of your book, you, and/or your brand/platform.

Julia Drake will take you through the step-by-step process of building your author platform and social media network to pre-launch strategies and book-release timing in relation to the actual media campaign, and she'll show you how to continue to build exposure for your book for years to come.

**Julia Drake is the founder and owner of Julia Drake PR**, a boutique literary publicity company that specializes in customized press campaigns, social media marketing, innovative book events, author websites, and promotional videos. Julia has appeared as a speaker on many industry panels at IWOSC, UCLA, the Women's National Book Association, PALA (Publishers Association of Los Angeles) and the Lambda Literary Foundation. She holds a Bachelor's degree in film from UCLA and a Master's degree in Screenwriting from The American Film Institute. For more info, visit: <http://www.juliadrakepr.com>.

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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](mailto: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](mailto:lauren@impress-express.com).



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

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I'm so sorry I missed the June meeting. (I was at a family wedding in Tucson on, yes, the day that it was 112 degrees!) It sounds like Sheri Finke was a wonderful speaker with terrific marketing ideas to share. I've heard from so many of you who were inspired and motivated. That's what PWSD is all about—sharing our successes and our ideas. Thank you, Sheri.

If you are planning to publish soon or you have a book out there, don't miss July's meeting. Julia Drake is an experienced book publicist, and she is going to share her step-by-step process to create a winner book publicity plan. One thing you must do, when you publish your book, is let people know that it is out there. So many author/publishers make the mistake of trying to market to too wide an audience. Julia will show us how to find the niches that are interested in your book, and the most effective ways to put the word out there that your book is on the market. This meeting is at the Carlsbad (Dove) Library.

If you have any legal or copyright questions, mark the last Saturday of August as a must-attend PWSD meeting. Mark Reichenthal, an IP attorney, will discuss the legal pros and cons of traditional vs. self publishing, and he'll take your legal questions. September is our much-anticipated annual ebook update from David Wogahn. And in October, we welcome the grandfather of independent publishing, Dan Poynter. Be sure to mark your calendars now so you won't miss these terrific events! Remember, always check the web-site for location.

A reminder to all 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 unsure when to renew, contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

Membership, which is \$37 a year—just as it has been for the last 10 years—is one of the best professional deals around. Even if you have joined PWSD recently, you still need to sign up for the PWSD mailing list; we don't automatically put you on it. Go to the website and click on "Free PWSD Newsletter," so you don't miss any important information about publishing and upcoming events.



Fall is coming quickly. Let us know if there is an annual street fair in your neighborhood, and we will look into getting a booth for local authors. Now is the time to start signing up. The only event we have on the calendar right now is the Encinitas Holiday Festival. More information to follow.

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



**“PWSD Likes Facebook!”**

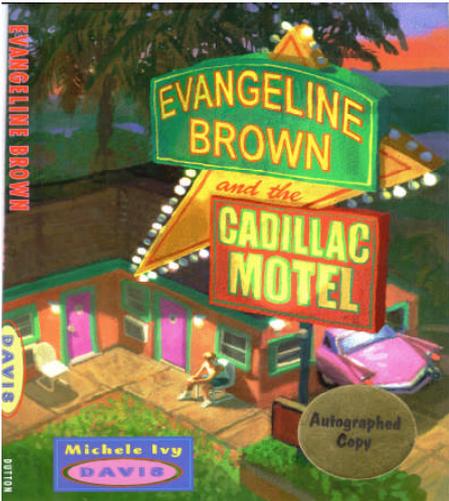
**[Visit us on Facebook today](#)  
and let us know you like us!**



## BOOK REVIEW SHOWCASE

Here we feature book reviews of PWSD members' works. Submit your work to Editor Glenna Bloemen for publication consideration. You can contact her by calling 619-743-5192, emailing [gab11853@aol.com](mailto:gab11853@aol.com), or reaching out to her at any of the monthly meetings. This is a new member benefit you won't want to miss!

### Evangeline Brown and the Cadillac Motel



Michele Ivy Davis is a young adult chapter book author. She spent most of her childhood living abroad in places such as Bombay, India. She attended school in a former maharaja's palace. Currently she lives on the west coast of Florida in an area filled with old motels.

Her first children's novel, *Evangeline Brown and the Cadillac Motel*, explores many of the issues young teens face when growing up, but Evangeline's (Eddie's) issues are even greater. Her mother has died and her father is an alcoholic who runs a motel that has the butt end of a pink Cadillac sticking out of the lobby wall onto the parking lot. She is seeking the approval of her father, who seems to be drunk all the time. When her school teacher wants to visit her home, Evangeline is fearful she will be placed in a foster home and decides to run away. Joined by her best friend, they plan their escape and journey out into the world, only to experience what a terrible place the world can be.

This was a great story. The author utilizes great examples to show young teens how to make good choices when faced with diversity. The heroine in this chapter book demonstrates great courage and is a great example of good problem solving and decision making. This chapter book offers real-life situation and how to solve problems with which young people may faced.

Ms. Davis's work won the Ann Durell Fiction Contest, Dutton Children's Books' annual contest for new voices in middle grade fiction. Published by Dutton Children's Books, a division of Penguin Young Readers Group, this hardcover book retails for \$16.99. You can contact her at [www.MicheleIvyDavis.com](http://www.MicheleIvyDavis.com).

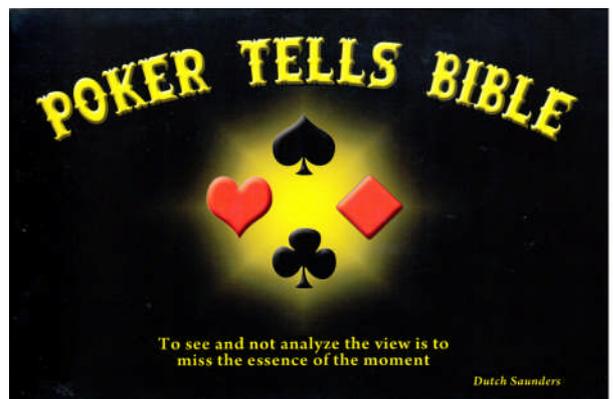
### Poker Tells Bible

Author Dutch Saunders has written a book about poker, but not just any book. His 44 years of winning poker experience have provided him with a wealth of knowledge about the game, and now he shares that knowledge with the public.

It is not just the card playing, it is the body language of the players at the table that makes the game so interesting. To win, you have to know how to "read" people. Saunders provides just that insight with colorful photographs and explanations of body language and what it means. The book is packed with individual poses.

This book is a must for any card player and is a great reference on knowing just how to read people in general.

Saunders served in the United State Navy and worked as a structural-steel ironworker and senior special Inspector for structural assembly in commercial buildings. The paperback is published by Saunders Publishing LLC and retails for \$22.00. You can contact the author at: [PokerTellsBible@gmail.com](mailto:PokerTellsBible@gmail.com).



# Writing Contests: The Do's and Don'ts

Glenna Bloemen

Have you ever thought about entering a contest with your writing? What a great way to get publicity and something to add to your résumé if your book wins. Winning a contest gives credibility to your work because a known authority has given it a “Stamp of Approval” and audiences love it. However, there are pitfalls to contests. **Read the guidelines and fine print carefully** and look for these clauses to avoid any problems:

**First:** Many contests require that your work become the *“sole property of the Sponsor and the work will not be acknowledged or returned. By submitting an entry, all entrants grant Sponsor the absolute and unconditional right and authority to copy, edit, publish, promote, broadcast, or otherwise use, in whole or in part, their entries, in perpetuity, in any manner without further permission, notice or compensation. Entries that contain copyrighted material must include a release from the copyright holder.”*

What this means is you are signing all of your rights away in exchange for a one-time payment that the sponsor is offering as the prize. If your work is good, submit to a publisher first before entering this type of contest. The publisher may offer you a substantial royalty upfront, equal to what the prize money would have been and you don't have to necessarily sign all of your rights away.

If you have concerns about the written rules for submitting your work, call or write the submissions committee for clarification. Sometimes those rules have been reprinted as a boilerplate and may not necessarily apply to the contest you are entering. A fellow writer and PWSD member recently found this to be the case when preparing to enter her book in the 21<sup>st</sup> annual Writer's Digest Self-Published Book Awards. She emailed her concern, and her email was forwarded to a C-level executive at WD, who responded with an apology and a promise of immediate revision. It turns out that the verbiage had simply been copied from WD's Short Story Awards competition, and no one at WD had ever noticed that the right to publish the content was inappropriate for a competition involving entire books.

**Second:** *“In the event that there is an insufficient number of entries received that meet the minimum standards determined by the judges, all prizes will not be awarded.”*

In this instance, you may have paid an entry fee which may not be returned and no one would win. Even if you were to complain, you might be stopped by the following clause in the rules:

**Third:** *“By entering, entrants release judges and Sponsor(s), and its parent company, subsidiaries, production, and promotion agencies from any and all liability for any loss, harm, damages, costs, or expenses, including without limitation property damages, personal injury, and/or death arising out of participation in this contest, the acceptance, possession, use or misuse of any prize, claims based on publicity rights, defamation or invasion of privacy, merchandise delivery, or the violation of any intellectual property rights, including but not limited to copyright infringement and/or trademark infringement.”*

This last clause does not offer you any legal recourse should you be in the situation where you paid an entry fee and no one was awarded a prize in the contest.

Not all contests have these types of clauses. However, it is best to really *read* the rules and know what you are signing away before you enter a contest and pay a fee. You have spent all this time and effort creating your work. Don't throw it away without being informed of the risks.

Some contests are a great way to publicize your work and you don't sign away your rights, don't have to pay a fee and do have legal recourse should there be a problem.

*The italicized portions in the three examples were excerpted from “Today's Writing Contest To Run Like Hell From” by John Scalzi*



# Writers' Conferences

**Read Local San Diego** has compiled a list of Writers' Conferences, Events and Retreats in San Diego and elsewhere. Please contact the event organizer with questions.

## SAN DIEGO EVENTS

Point Loma Writers Conference  
<http://algonkianconferences.com/PointLomaWritersConference/>

Romance Writers of America – San Diego Chapter  
<http://www.rwasd.com>

La Jolla Writers Conference  
<http://www.lajollawritersconference.com/>

San Diego Book Awards Association Writing Conference  
[http://www.sdbookawards.org/writing\\_conference.php](http://www.sdbookawards.org/writing_conference.php)

San Diego County Christian Writers Guild Conference  
<http://www.sandiegocwg.org/>

San Diego State Writers Conference  
<http://www.ces.sdsu.edu/writers/>

Waterside Productions Annual Publishing Conference  
<http://www.waterside.com>

Word Journeys Writes of Life: Workshops & Classes  
<http://www.wordjourneys.com>

## NATIONAL EVENTS

Progroff Intensive Journal Program  
<http://www.intensivejournal.org>

Mendocino Coast Writers Conference  
<http://www.mcwc.org>

Iowa Summer Writing Festival  
<http://www.uiowa.edu/~iswfest>

Colgate Writers' Conference  
<http://www.cvw.net>

Colrain Poetry Manuscript Conference  
<http://colrainpoetry.com>

Writers Studio at UCLA Extension  
<http://www.uclaextension.edu/writers>

Gotham Writers' Workshop – WritingClasses.com  
<http://www.WritingClasses.com>

Tin House Summer Writers Workshop  
<http://www.tinhouse.com/workshop>

Sewanee Writers' Conference & Young Writers' Conference  
<http://www.sewaneewriters.org>

Antioch Writers' Workshop  
<http://www.antiochwritersworkshop.com>

Jackson Hole Writers Conference  
<http://www.jacksonholewritersconference.com>

Southern California Writers' Conference  
Los Angeles  
<http://www.WritersConference.com>

Nightwriters  
<http://www.nightwriters.com/nightwriters/>

Free Expressions Seminars  
<http://www.free-expressions.com>

New York Writers Workshop: Pitch Conferences & Workshops  
<http://www.newyorkwritersworkshop.com>

San Francisco Writers Conference  
<http://www.sfwriters.org>

Anhinga Writers' Studio Summer Workshops  
<http://www.anhingawriters.org>

Write From the Heart Seminars & Coaching  
<http://www.HalZinaBennett.com>

Robert Vaughan's Write on the Beach Writers' Retreat  
<http://www.robertvaughan.com>

(Continued)

Backspace Agent-Author Seminars  
<http://backspacewritersconference.com/>

Writers Retreat Workshop (WRW)  
<http://www.writersretreatworkshop.com>

Algonkian Writer Conferences and New York Pitch  
Conference  
<http://www.algonkianconferences.com>

Abroad Writers Conference—Authors without  
Borders  
<http://www.abroad-crwf.com>

Write on the Sound – Writers’ Conference and Pre-  
Conference  
[http://www.ci.edmonds.wa.us/ArtsCommission/  
wots.stm](http://www.ci.edmonds.wa.us/ArtsCommission/wots.stm)

Sayulita Writers Workshops  
<http://sayulitawritersworkshops.com>

Fifth House Lodge Retreat  
<http://www.fifthhouselodge.net>

American Society of Journalists and Authors  
(ASJA) Annual Writers Conference  
<http://www.asja.org/wc>

Aegean Arts Circle Creative Writing Workshops  
<http://www.aegeanartscircle.com>

Palm Beach Poetry Festival  
<http://www.palmbeachpoetryfestival.org>

ClarityWorks Writing Retreats and Writers  
Workshops  
<http://www.clarityworksonline.com>

Wesleyan Writers Conference  
<http://www.wesleyan.edu/writers>

Eckerd College Writers’ Conference:  
Writers in Paradise  
<http://www.writersinparadise.com>

**Thank you, Read Local!**





## Jeniffer Thompson

Author, Speaker,  
Internet Marketing Strategist

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

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

**Jeniffer:** I am interested in just about every aspect of writing and publishing. My company, Monkey C Media, specializes in author services—websites, book packaging (book cover and interior design), branding development, postcards, business cards, professional headshots, and more. I am passionate about helping new authors navigate the often confusing and overwhelming world of publishing. With so many choices out there, it's easy for new authors to make costly mistakes, or to be taken advantage of. Long story short: I am most interested in helping others publish a professional product that the entire publishing world can be proud of! Professionalism means so much in this constantly changing world of publishing.

**PWM: What first attracted you to these areas?**

**Jeniffer:** I originally planned to be a journalist; in fact, I wanted to be a major network anchor (you know, like Dianne Sawyer). But by the time I graduated with my degree in Broadcast Journalism, I found that I didn't much care for the industry or the shallow path I would have to follow to get to the top. So my minor in English led me to publishing, where I have been ever since.

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

**Jeniffer:** I started my career as an editor for a small publishing house in San Diego. As it turned out, I spent more time in the marketing office—offering my opinions on ways to get our books into Barnes & Noble and into major distribution channels. Eventually I found my way into the department and became the director of marketing.

Several years later, almost by accident, I started Monkey C Media. Here's our story:

My husband, Chad Thompson, and I founded Monkey C Media in 2004, the year of the monkey—which is a coincidence, because we did not name our company based on the Chinese Zodiac Calendar. The truth is, we just like monkeys. Boring? Maybe, but this story gets better, or maybe just more convoluted; you decide. As it turns out, the year of the monkey is a great year to start a business, and businesses started in that year are likely to be successful and productive. For fun, I'll include the horoscope for the year of the monkey:

Monkeys can run circles around other people with ease. They are curious and clever people who catch on quickly to most anything. Monkey people generally can accomplish any given task. They appreciate difficult or challenging work as it stimulates them and makes them think.

I think that pretty much sums up a design team I would want to work with.

The truth is, we never meant to start this business; we just woke up one day with a company and looked at each other in disbelief. It started in 2003. I was an ex-marketer working as a freelance writer, and Chad was a photographer. I took side jobs here and there to make ends meet. While helping with the marketing of a local yoga studio, someone asked if I had experience with publishing—I did. I had worked as the marketing director of a small San Diego publishing company many years earlier. Long-story-short, pretty soon I—we—were getting referrals and helping people find vendors to bring their book dreams to life. Consistently I found frustrating results from local website companies and designers, so we figured out how to do things ourselves.

Chad and I, working from our home office in South Park, realized we had this odd business we never dreamed we'd have, and so we needed a name, a logo, a website, and business cards, not to mention a license to do business—good golly, we had to pay taxes! And so, in 2004, Monkey C Media was born.



*In her spare time, Jeniffer Thompson demonstrates mastery at physical challenges, too!*

We originally named our company MonkeyC Design Group. The C was a copyright symbol, but when I went to register the name with the city of San Diego I found out that you can't register a symbol as part of your DBA (doing business as), so it became a C on our business license. Eventually we changed Design Group to Media (since we offer photography and video), and I liked the alliteration. We dropped the copyright symbol and became Monkey C Media.

Sometimes I'm still surprised by MCM. We now have an incredibly talented team, including a full-time designer, project manager, programmers, and an SEO expert. Chad offers our authors amazing headshots, product photography, and video at a price they can afford. I still write when I have time, and we get to meet amazing, talented, and passionate people from all over the world. We are very blessed.

Do what you love, and everything will fall into place.

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

**Jeniffer:** I originally joined PWSD as a speaker. I was wildly impressed with the professionalism I found in the speakers, the board members, and the members. I've been a member since 2006.

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

**Jeniffer:** Monkey C Media has grown by leaps and bounds. We now have six amazingly talented monkeys on our team! I'm currently working on updating my book, *Web Site Wow: Turn Your Website into Your Most Powerful Marketing Tool*. I plan to release six eBooks in the fall.

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

**Jeniffer:** Ask questions. Get referrals. Follow your heart. Be the best you can be. If it seems too good to be true, it probably is! Deliver on your promises!

*Editor's note: Jeniffer Thompson has done a fantastic job redesigning and maintaining PWSD's website, [www.PublishersWriters.org](http://www.PublishersWriters.org)—a wonderful demonstration of the caliber of her work at Monkey C Media. Thank you, Jeniffer!*



## ***Your 15 Minutes of Fame Starts Here!***

Are you a PWSD member? Would you like to be profiled in a future issue of ***Publishers & Writers Monthly?*** It's easy to apply!

Right now, contact Lynette Smith at [Lynette@AllMyBest.com](mailto:Lynette@AllMyBest.com) and tell her you're interested. (Give her all your contact info at the same time.) She'll send you six profile questions to answer and tell you which month's issue you'll be scheduled for. (If you're hoping for a specific monthly issue, say, to coincide with the publication of your book, tell her, and she'll try to accommodate your request.) The month before the slated issue, send your six answers, a JPG portrait-style photo, and one or two other JPG photos (e.g., book cover, action shot).

See? Told you it was easy!

# Mystery of Seattle Couple's Deadly Sailing Cruise Solved?

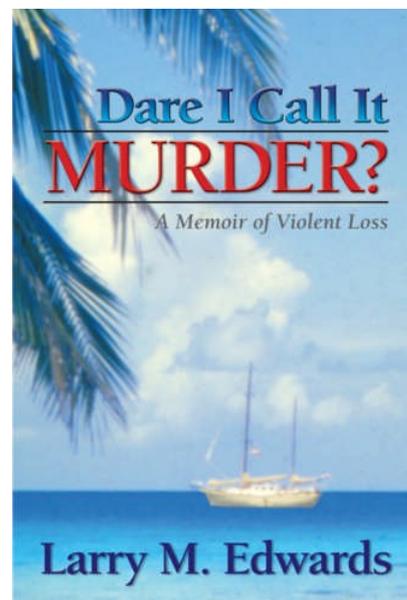
## Son Reveals Untold Story in 35-year-old Cold Case

**February 1978:** Six months after leaving Puget Sound for French Polynesia, **Loren and Joanne Edwards** lie dead aboard their sailboat *Spellbound*. Their daughter is bleeding from head wounds. Their injured son and a family friend are also aboard, and *all give confusing information about what has happened*. The case is front-page news in Seattle and Tahiti for weeks and is investigated for years, but **no one is ever charged with a crime**.

**July 2013:** Thirty-five years later, the couple's oldest son will reveal facts unknown to the public and name the FBI's prime suspect with the release of *Dare I Call It Murder?—A Memoir of Violent Loss*. Larry Edwards' memoir deciphers a maze of contradictory witness accounts and published reports in his ongoing struggle to learn the truth and deal with the emotional turmoil from his parents' deaths.

In *Dare I Call It Murder?—A Memoir of Violent Loss* by Larry Edwards, learn why:

- Edwards believes his brother attacked his sister and that his parents did not die by accident or suicide, as his brother claimed.
- The reason Edwards gives for the attack could stun readers as much as the crime itself.
- Edwards' brother was never charged and never spent more than a few hours behind bars.
- Edwards set out on the trip, but abandoned the journey before the *Spellbound* left the West Coast.
- Edwards and two of his sisters filed a "slayer" petition against their brother during probate of their parents' wills, and their brother did not contest it.
- Edwards calls a 2009 account of his parents' final days by true-crime writer Ann Rule inaccurate. It tore the Edwards family even farther apart and compelled Edwards to finish writing his story.



"I was having trouble living my life because I was consumed with setting the record straight and trying to provide a semblance of justice for my parents," says Edwards, explaining his years of frustration, legal battles, and painstaking research. "It took me three decades to realize I was suffering from post-traumatic stress, and I want my story to give greater focus to violent loss and the traumatic grief that goes with it."

Connie Saindon, a therapist who has helped Edwards and founder of the **Survivors of Violent Loss Program** in San Diego, California, writes, "*It's the kind of book you can't put down. You will live this story.*"

Release date: July 9, 2013 ~ Publisher: Wigeon Publishing

Hardcover ISBN-13: 978-0-9859728-2-0

Trade paperback ISBN-13: 978-0-9859728-3-7

E-book ISBN 13: 978-0-9859728-6-8

Winner: San Diego Book Awards, 2012 *Unpublished Memoir*

([www.larryedwards.com/news/pr\\_SDBAA\\_award\\_6-11-12.html](http://www.larryedwards.com/news/pr_SDBAA_award_6-11-12.html))

Website: [www.DareICallItMurder.com](http://www.DareICallItMurder.com)

Blog: <http://polishingyourprose.wordpress.com/category/my-book>



## Membership Directory Update

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



## Welcome, New and Returning PWSD Members!

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

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



## **Living Now Book Awards**

**Deadline for Submissions: July 27, 2013**

We've all heard the expressions, "This book changed my life!" and "Changing the world, one book at a time." The Living Now Book Awards are designed to honor life-changing books, and to bring increased recognition to the year's best lifestyle, homestyle, world-improvement, and self-improvement books and their creators.

Dr. Martin Luther King's legacy was his dedication to fighting for equality and justice for all. He said: "An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity." The Living Now Book Awards celebrate this attitude, awarding books written and published with the "broader concerns" in mind—books that are meant to change the world and to improve peoples' lives.

If you write or publish these kinds of books, the Living Now awards contest is for you. Gold, silver and bronze medallions will be presented in a range of 30 non-fiction categories and 3 fiction categories. To this year's competition have been added the Living Now Evergreen Medals to world-changing books published since 2000—books that embody the spirit of Dr. King.

The awards are open to all books published since October 2011, written in English, and appropriate for the North American market. Winning a Living Now Book Award brings recipients the credibility and publicity they need to further their book marketing and sales success.

Entry fee is \$95 per category, and entries must be postmarked by July 27, 2013. Complete details are available at <http://www.livingnowawards.com/>.



## **Summer Ebook Writing Retreat**

**August 2–4, 2013**

**Oceanside, CA**

It's time to write your ebook!

PWSD members Andrea Susan Glass and Bruce Fischer of The Ebook Academy are hosting a Summer Ebook Writing Retreat from Friday, August 2, to Sunday, August 4, 2013, at a retreat center in Oceanside, California.

Aspiring authors who want to write a book or ebook but can't find the time or have too many distractions will find the retreat an ideal solution! The cost of the retreat covers a room with private bath, six meals, two optional workshops, several private coaching sessions, and opportunities for networking and brainstorming with other authors.

Bonuses include an ebook cover design and marketing plan. (Attention PWSD members: Remember to ask for your special discount!) For more information and to register, visit [www.TheEbookAcademy.com/Retreat](http://www.TheEbookAcademy.com/Retreat), email [info@theebookacademy.com](mailto:info@theebookacademy.com), or call 858-350-5235.



*If you hear of an event or discover a valuable resource for publishers or writers, please send it to [gab11853@aol.com](mailto: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](http://www.PublishersWriters.org) for membership information, and visit the home page to sign up for this newsletter.

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

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