



Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

February 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 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)

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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, February 23, 2013

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

Location: The Valley Club
2280 Calle Barcelona
Carlsbad, CA 92009

Topic: So You Want to Be an Author

Presenter: Charmaine Hammond

Join Charmaine Hammond, host of the Internet radio show, *So You Want to Be an Author*, and award winning and bestselling author of *On Toby's Terms* (© 2010), *Toby The Pet Therapy Dog & His Hospital Friends* (© 2011), and the soon to be released *GPS Your Best Life and Toby Says Be A Buddy, Not A Bully* books (all three published by Bettie Youngs Books) as she shares how to make your book a business, not an expensive hobby!

In less than two years, Charmaine has written four books and developed a number of products for corporations. She serves as a professional speaker and trainer, and one of her books is in development to become a major motion picture. The secret? She treats her books as a business.

In this presentation you will discover how to:

- Make your book a business
- Learn how to maximize your use of Amazon
- Discover the inside scoop on planning a book launch and virtual campaign
- Develop systems to every aspect of book writing, promotion, media, events, marketing, and platform building
- Create a community of champions and sponsors to sell your book and sponsor aspects of your book business

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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**

We started 2013 with a bang! Marni Friedman took us step by step through the process of writing a screenplay, demonstrating exactly how to arc the story and create a pitch. I could see the wheels turning in attendees' heads as they left the presentation. If you would like to learn more about Marni and her great advice, visit her website at <http://www.thewriterinyou.org/#>, and be sure to sign up for her newsletter. It's terrific!

We are still having some challenges with finding presentation spaces that can accommodate us. Please be sure to check the website, the newsletter, and the event emails to make sure you are showing up in the right place. **Our February 23 meeting (this Saturday!) will be held in the same location as December's holiday party, the Valley Club, in La Costa, Carlsbad. Check our website for a location map, and be sure to RSVP.**

This month we welcome Charmaine Hammond, who hosts the Internet radio show, So You Want to Be an Author. She will share the tale of her own publishing journey, as well as some of the stories she's heard from her guests. This will certainly be an inspirational, motivating program.

In March, at the Encinitas Community Center, Sharon Lynn Wyeth will teach us about neimology®, the study of the meaning of names. Ms. Wyeth will explain what the alpha- betic characters and combinations of letters mean and the implications and underlying meanings of names. This is, of course, a great program for our fiction writers, but if you are writing nonfiction, it is still important to understand the impression your name and the names of others in your book make on your readers. I think this program will be fascinating.

We had to move Dan Poynter to the fall because his presentation to PWSD was scheduled for the same weekend as Publishing University. He will be regaling us with his independent publishing wisdom in October. In April, Andrew Zack, of the Zack Company, will be telling us what's really going on in publishing. Andrew is an agent, book coach, and packager. You won't want to miss his insight into the publishing world.

Welcome to the many new members we've gained in the last few months, and thank you for your patience as we transition from Tony Vianna's caretaking of the membership to Robbie Robinson's. Tony did an awesome job, keeping up with the membership listings, sending our welcome emails, and renewal reminders.

And Jeniffer Thompson, keeper of the website, is doing a wonderful job getting all the kinks out and updating our membership directory. Submit your member bio and headshot to her at webmaster@publisherswriters.org, and she will get it into the directory as soon as possible. Our website is highly ranked on Google, so 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, and I will let you know.

Membership, is \$37 a year, just as it has been for the last 10 years, and it's 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.



We've added an upcoming event to the Read Local San Diego program. We are participating in Vista's St. Patrick's Day Street Fair. The fair is March 16, 2013, from 9:00 a.m. to 4:00 p.m. We will be scheduling nine to 12 authors in the following time slots:

9:00 a.m. to 11:30 a.m.

11:30 a.m. to 1:30 p.m.

1:30 p.m. to 4:00 p.m.

A timeslot costs \$25.00. You will need to bring your books, a way to make change, and a chair (if you want to sit). I also encourage you to bring a flyer, bookmark, and/or postcard to hand out to visitors. If you are interested in participating, please email me at Karla@readlocal.org or sign up for the Read Local newsletter at www.readlocal.org. I will be sending out additional information.

While you are on the website, 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 you where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.

Regarding local events, we are always looking for help with finding and coordinating local events. If you can put a little time into research or paperwork, please contact me at karla@readlocal.org. Your help will be greatly appreciated to keep Read Local going.

We are currently registering for events in the Spring. We'll be participating in the 2nd Annual Readers Writers Fest in La Mesa in June, and the Encinitas Street Fair in April.

Let us know about an event in your town, and we will look into getting a booth for Read Local authors. Send your ideas to Karla@readlocal.org.



Affiliate Group Proposal by the Independent Book Publishers Association (IBPA)

Since changes in the publishing environment are placing new demands on everyone involved in the business, we are reevaluating the ways we can support our members and affiliates. For this reason, we are temporarily suspending our affiliate grant program. IBPA's board of directors has begun an examination of all our programs—including the affiliate grant program.

We regret this temporary inconvenience, but we can assure you that the program will be even more valuable and effective when our re-evaluation has been completed.

REQUIREMENTS OF THE MATCHING FUNDS PROGRAM

IBPA recognizes that an association can grow with the assistance of a paid person to answer the day-to-day calls and perform many of the mundane clerical functions, such as renewal billings, membership contacts, etc. We would like to offer each affiliate the option to help themselves grow in size and services offered. Therefore, we are willing to match the association in funds to pay such a person.

The person can be either part time and/or full time (this to be negotiated by the individual affiliate association).

IBPA would like to see a detailed report of how this person will be able to improve what is currently being done by the affiliate group and how this person can work toward financial independence within a three-year time frame.

IBPA would like to see a job description for this person and an outline of all functions to be handled by this person, along with how these functions have been handled in the past.

IBPA would like to see a spreadsheet with revenue and expenses clearly defined for a 12-month period, and a detailed outline of activities planned for the year (such as meetings, catalogs, shows, seminars, membership dues, and the newsletter.)

The object of this program is to get a paid staff person for each group and that by the end of a three-year period the results of the efforts of this person will allow the group to self-sustain the hiring of this person and no longer need the matching grant from IBPA. We will match up to \$5,000 (if approved by the board) for each affiliate applying. The \$5,000 figure is the maximum figure. Each group will be looked at individually and responded to accordingly.

PUBLISHING UNIVERSITY AFFILIATE SCHOLARSHIP REQUEST

About the IBPA Affiliate Scholarship Program

IBPA's scholarship program provides opportunities for affiliate members who are interested in advancing their publishing program to attend IBPA's annual Publishing University and to become successful independent publishers. IBPA awards one scholarship to each affiliate, each year. Applications are submitted to the regional affiliate, not directly to IBPA. The affiliate then sends all applications received, along with their recommendation(s), to the IBPA office. The IBPA Board of Directors, or its representatives, then awards a scholarship to the candidates who meet the established criteria.

The scholarships are intended for publishers who need assistance in growing their publishing program. The recipient will be able to attend at no charge all seminars during the two-day program, as well as all food functions and special events. IBPA encourages affiliate groups to provide a stipend to help cover the recipient's travel and accommodation cost for IBPA Publishing University.

The affiliate, through its board, officers, or designated representatives, will receive all the applications, examine them, and rank them. The actual scholarship is granted by IBPA, not the affiliate. The affiliate must present all

applications to the IBPA board, along with the affiliate's recommendations. IBPA will normally follow the recommendation of the affiliate, but it does reserve the right to make the final choice.

The scholarship is not to be used to reward an individual for contributions to the affiliate group. The sole purpose of the scholarship is to enable the recipient to develop further as a publisher.

In evaluating applicants, please consider how the scholarship will assist the individual to become a successful publisher. We also require that the recipient share what they learned at the Publishing University with your group.

Among the points to consider in evaluating the applications are:

- How will the scholarship assist the individual and/or his/her press?
- How will attendance at these seminars be translated into the day-to-day operation of the publishing company?
- How will the scholarship winner share the information learned at the Publishing University with the entire affiliate group? This sharing may take various forms, such as written articles in the newsletter, presentations at monthly meetings, and mentoring of others throughout the year.

Scholarship recipients must be:

- Members of both the sponsoring affiliate group and IBPA
- Actively participating in the publishing process as the publisher or key employee of a publishing company
- In a position to benefit immediately from the scholarship.

The estimated value of the scholarship is approximately \$400. It includes:

- Full attendance at the IBPA Publishing University
- Networking opportunities with peers and mentors
- Face-to-face access to some of the most respected names in the world of publishing
- A special event bringing together all scholarship recipients
- And so much more!

The affiliate group must:

- Be familiar with the scholarship application process
- Publicize the scholarship through its publications and communications (newsletter, e-newsletter, website, blogs, etc.)
- Accept any and all applications presented from its members.
- Verify that the applicant is a member of its group in good standing.
- Return all applications, regardless of membership status, along with recommendations of winners, to the IBPA office no later than February 15, 2013.
- If possible, provide financial support to help cover the scholarship recipients' travel expenses.

One at-large scholarship will be awarded for qualified applicants outside the boundaries of any regional affiliate. Applicants who qualify for the at-large scholarship should return their applications directly to IBPA, 1020 Manhattan Beach Blvd., #204, Manhattan Beach, CA 90266

Finally, no applicant is eligible to receive the scholarship more than once. *Vendors to authors or publishers are not eligible for the scholarship.*



Barbara Field

Author, *The Deeper, The Bluer*
UC San Diego Communications Manager
The Op Ed Project Regional Manager
Afghan Women's Writing Project Mentor
Barnard Club of San Diego, President Emeritus
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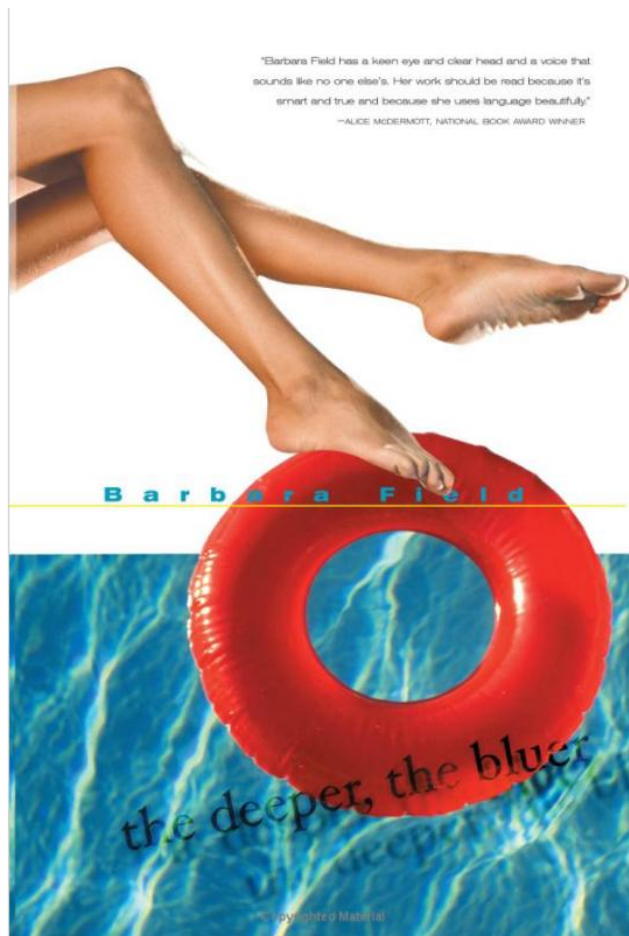
bfield@ucsd.edu or Barbara@theopedproject.org



Photography by Chad Thompson

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

Barbara: Well, I've been lucky because I've made my living as a writer, editor and marketer for quite a while. I've written about everything from movies for CBS in New York City to cheese food for ad agencies; from writing and editing science/medical stuff for Ligand and Scripps to fashion for Macy's; from creating flap copy for Harcourt Brace Children's Books (we worked on books by James Michener, Jimmy Buffett, and Whoopi Goldberg) to putting together major accreditation materials for universities (including a Catholic university that always blessed this Jewish girl). I have created diversity brochures, am currently spearheading my eighth marketing campaign to 25,000 students, and have written journalistic pieces and essays for newspapers, magazines, and websites about brave heroes, artists, nanotechnologists, and even a former NASA scientist who became the first Latina chancellor of a California university.



PWM: What first attracted you to publishing?

Barbara: Everybody in my neighborhood on Long Island knew I'd be a writer. I'm one of those kids who wrote a couple of novels by the time I was nine, created a little newspaper, and kept a diary in which every day I rated my family, including Frisky, our dog, on how nice they were to me. Doesn't everybody do that? I wrote poetry all the time, inspired by the Black poets.

PWM: Did you previously have related experience?

Barbara: Yes, as I mentioned I wrote throughout my childhood, I was published in a newspaper at age 15, and then I attended Barnard College/Columbia University for literature and writing. Add to that about 30 years of professional experience.

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

Barbara: I've been a member for maybe four years. The guest speakers are fantastic, and I've learned a lot about the changing landscape of publishing. I also go back and forth to New York, and things are definitely changing fast. It's great to share information with others about the business of publishing and writing. It's nice to meet up with colleagues and friends and see how Karla has really grown this group.

PWM: What are you working on now?

Barbara: In addition to my full-time corporate job at UC San Diego, I've brought the The Op Ed Project, a women's thought leadership project featured by Katie Couric, the *NY Times* and *Harvard Business Review*, to San Diego. Through the gateway of op eds, we help women become thought leaders. I feel great knowing I changed over 120 women's lives, including some from PWSD! Women take a seminar and get matched with major media mentors for a year. I'm working with corporations now about setting up private seminars. I'm continuing to help the Afghan Women's Writing Project and will likely be setting up my own projects. I'm also working on a second novel and getting back to my own writing.

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

Barbara: There's a lot of information out there, so be discerning and get your info from the best sources. Also, don't be afraid to ask questions, but be respectful of a professional's time. Lastly, it's great to have a community and partner on projects. For example, Chad Thompson, husband of Jeniffer Thompson, took a great head shot of me after a PWSD meeting [see prior page], and I'm also working with Ann marie Houghtailing, one of PWSD's speakers.



Photography by Peggy Peattie for the U-T San Diego



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and let us know you like us!



Character Building Counts Book Award Winners 2012

The Character Building Counts Book Awards (www.CBCawards.com) recently announced winners in its 2012 CBC Awards competition, which recognizes books that deliver character-building messages. Among the combined total of 17 Gold, Silver, and Bronze Seal awards issued, member **Lynette M. Smith** received a Bronze Seal award for her reference book, *How to Write Heartfelt Letters to Treasure: for Special Occasions and Occasions Made Special*. Her book was written to help millions of people worldwide write letters of appreciation to establish, improve, or even rebuild their relationships and thus change their world.

Membership Directory Update

Attention PWSD Members: Have you updated your Member Directory profile yet to make it more robust? You now have the opportunity to upgrade your photo to color, if it isn't already, and to expand your profile description if you wish, including social media links, contact info, book-cover images and descriptions and more! Check out <http://publisherswriters.org/member-information/pwds-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

Saturday, June 15, 2013, 10:00 a.m. to 2:00 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 either Glenna Bloemen (619-743-5192 or gab11853@aol.com) or John Schmitz (619-460-1744 or jcschmitz@hotmail.com) to reserve your spot.



IBPA Publishing University 2013

April 26–27, 2013

Palmer House, 17 East Monroe Street, Chicago, IL 60603

These two exciting days are filled with information-packed seminars developed and led by industry leaders who share ideas and applications you can use in your day-to-day business! Get help improving and enhancing the profitability of your publishing company: Join IBPA in Chicago for cutting-edge Publishing University classes—*plus* the always popular, "Ask the Experts" program! For more information, visit www.ibpapublishinguniversity.com or contact IBPA at info@IBPA-online.org or 310-546-1818.



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.

Dan Poynter's Global eBook Awards

Third Annual 2013 Awards

Open for Submissions

Last Chance: Deadline is March 12, 2013!



Imagine . . .

Entering your ebook in this award program and:

- Putting an official Nominee “sticker” on your Ebook cover, website, Amazon page, and promotion materials.
- Getting a free listing in *Publishing Poynters Marketplace* offering copies of your book for reviews in prestigious ebook dealers’ sites such as Amazon.com, Barnes&Noble.com, and others.
- Entering the Global Ebook Awards, which comes with a six-step publicity program. Each week, we show you how to publicize your ebook.
- Getting media coverage for your book and you.

In addition:

- Winners and finalists will be listed on the official Global Ebook Awards site.
- Winners and finalists are eligible to receive Global Ebook Award certificates attesting to their honor.
- Winners will be announced to the media in news releases.
- Discounts will be available on video trailers for YouTube, Amazon, and your website.
- Discounts will be available on other services for authors and publishers.

And much more...

To be successful, fiction has to get read. To be successful, nonfiction has to be brought to the attention of its category audience. Readers have to read your book, love it, and tell someone else. This is “word of mouth.” The Global eBook Awards are designed to help you achieve these goals. The Awards are more than a “sticker”—they come with a built-in publicity machine.

Accepting entries NOW: From ebook authors and publishers.

More than 95 categories: Based on the number of entrants for each category in 2011 and 2012, the categories have been expanded. See [Categories](#)

More than 200 Judges. We have “category experts” such as book reviewers, book bloggers, editors, publishers, authors, book club/reading circle members, and others who love a particular category of book. More judges per category mean more evaluations of your ebook.

Eligibility: Ebook released anytime 2011, 2012 or 2013. See [Eligibility](#)

Application deadline: March 12, 2013 (midnight, Pacific Time). The sooner you enter, the more judges will be able to read your ebook.

This website is not just about the Global eBook Awards. It is your resource for everything eBook. See [Ebook Resources](#)

Submitting your eBook for a Global Ebook Award is a publicity investment. Your book deserves this promotion opportunity.

For more information, go to <http://GlobalEbookAwards.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 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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