

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

November 2016

In this Issue

President's Message
Read Local
Chapter Announcements
Member Invitations & Reminders
Member Events & Announcements
Events & Resources for the
Publishing & Writing Community
From the Editor
Newsletter & Social Media Team

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

### **Membership**

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit [www.PublishersWriters.org](http://www.PublishersWriters.org)

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send to Glenna A. Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

If you would like to sign up for a **member profile** in this newsletter, contact Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).

**Next Meeting:** Saturday, December 3, 2016

**Location:** Rotary Room,  
City of Orange Library  
407 E. Chapman Ave.  
Orange, CA 92866

**Topic:** Open Forum, Celebration,  
and Book Exchange

**Facilitator:** Karla Olson, President, PWSD

## **Happy Holidays and Happy New Year!**

Although the next meeting of Publishers & Writers of San Diego (PWSD) will be January 28, 2017, you can still join your PWSD and PWOC friends at the December 3 meeting and holiday celebration of Publishers and Writers of Orange County (PWOC)!



At this open-forum meeting, share your 2016 book accomplishments and 2017 publishing resolutions and opportunities. Bring your ideas, questions, and conundrums, and let's put our heads together to plan for success!

Bring a copy of your book or, if you haven't published yet, a favorite book by a favorite author, for a book exchange.

**Our facilitator, Karla Olson,** is the president of Publishers and Writers of San Diego and Publishers and Writers of Orange County, and founder of Read Local, a marketing coalition for authors. She is also the director of Patagonia Books, which publishes books as a mission outreach within the sports clothing company, Patagonia, Inc. She has been in the publishing industry for over 30 years and is the owner of BookStudio, a publishing consultancy. Before BookStudio, she was the creative director of Tehabi Books, the owner of Via Press, and the editorial director of the Michael Friedman Publishing Group, a book packaging company in New York City.

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



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

**PWSD News**

Steve Wilson, CEO of FastPencil, gave a fantastic presentation in October, presenting his observations and predictions about this ever-changing business. He also announced, even before the rest of the publishing world heard about it, the new partnership between Books-A-Million and FastPencil, as a publishing platform with an in-store sales component. It is a really great development. If you missed Steve's presentation – or you want to revisit it – his slides are on the home page. Scroll down to find a copy of the press release about the program with BAM.

That's it for our 2016 PWSD programs. We are planning some great speakers for 2017, so watch for more in our January newsletter.

**PWOC News**

Thank you, Anna-Marie Abel of Big Head Marketing, for an awesome November presentation to Publishers & Writers of Orange County on the basics of marketing for authors. She shared so many great ideas and resources. Don't worry if you missed it, though; We're going to have her back next year to share with PWSD, and I'm sure she will have many new ideas to reveal.

If you think you're going to miss us too much between now and 2017, please join us for a Holiday Celebration and brainstorm session at PWOC on December 7, 2016. We'll share our publishing accomplishments and discuss our resolutions for next year. We'll brainstorm solutions to our challenges and exchange best ideas and tips for publishing success. Round-table formats have historically been one of most popular types of PWSD meetings. Because they work best with a smaller group, we are happy to extend the tradition to PWOC this year. I'll be moderating this discussion.

*PWOC meets in the Rotary Room at the City of Orange Library.*

Just a reminder for PWSD members: You may attend PWOC meetings for the member price of \$10 per meeting. It's the same for PWOC members who want to attend PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. Join us in Orange County sometime!

*Continued on next page*

## President's Message—*continued*

### PWSD/PWOC Membership

As most of you know, our yearly dues are only \$47 per year. In addition to the reduced meeting fee, you get a listing in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

Reminder to all members: Submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are not sure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.



*Read Local*

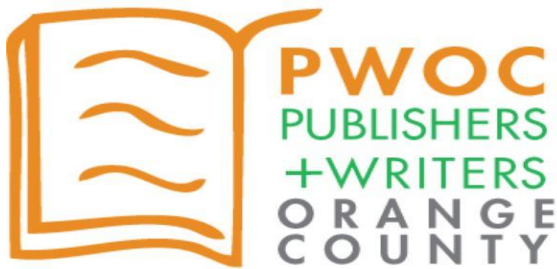


The Encinitas Fall Festival is coming up on November 20, 2016. Although all time slots have been filled for the Read Local booth, be sure to support your colleagues by coming to the festival and stopping by.

Please visit [www.readlocal.org](http://www.readlocal.org) to find out more about our author marketing coalition, Read Local. While you're there, sign up for the Read Local Directory, 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 and genre of your book, 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!**





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

## 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.*

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org) and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. **A fun, after-meeting plus:** Whenever you attend our meetings, bring your walking shoes along; weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, al fresco lunch. **Other PWOC questions?** Email Jan Kingaard at [jank3345@aol.com](mailto:jank3345@aol.com). **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



## Open Forum, Holiday Celebration, and Book Exchange!

*Facilitated by Karla Olson*  
**Saturday, December 3, 2016**



At this open-forum meeting, share your 2016 book accomplishments and 2017 publishing resolutions and opportunities. Bring your ideas, questions, and conundrums, and let's put our heads together to plan for success! Bring a copy of your book or, if you haven't published yet, a favorite book by a favorite author, for a book exchange.

**Our facilitator, Karla Olson**, is the president of Publishers and Writers of San Diego and Publishers and Writers of Orange County, and founder of Read Local, a marketing coalition for authors. She is also the director of Patagonia Books, which publishes books as a mission outreach within the sports clothing company, Patagonia, Inc. She has been in the publishing industry for over 30 years and is the owner of BookStudio, a publishing consultancy. Before BookStudio, she was the creative director of Tehabi Books, the owner of Via Press, and the editorial director of the Michael Friedman Publishing Group, a book packaging company in New York City.

***And Mark Your Calendar Now for Saturday, January 7:***

**“Every Copyright Question Answered”**

***Presented by Lawyer-Turned-Independent-Publisher  
Randy Morrison***

**Get the Details Now at**

<http://publisherswritersorangecounty.org/event/every-copyright-question-answered/>

## **“Marketing Basics for Authors”**

**With Anna-Marie Abell**

Are you working on your manuscript and wondering how you are going to market your book? Anna-Marie Abell gave us the answers we were looking for, garnered from 18 years in the marketing and advertising business. She is the owner of Big Head Marketing and is also excited to be finishing her first novel. Here are *just a few* of the many tips we learned at the meeting. (If you missed this meeting, be sure to read the good news in the last paragraph.)

Anna-Marie’s 3 Rules for Marketing:

1. People can’t be bothered to think—don’t make them try. *Show, Don’t Tell*. Sound familiar? It’s pretty much the writing mantra for your website too... “Click here to buy.”
2. Probably the entire planet has ADD—with distractions *ad infinitum*. Show them something shiny to catch their eye.
3. People don’t read—don’t overload your website Home page with text. I’m reminded of the *KISS* method: *Keep It Simple*—well, you know the rest.

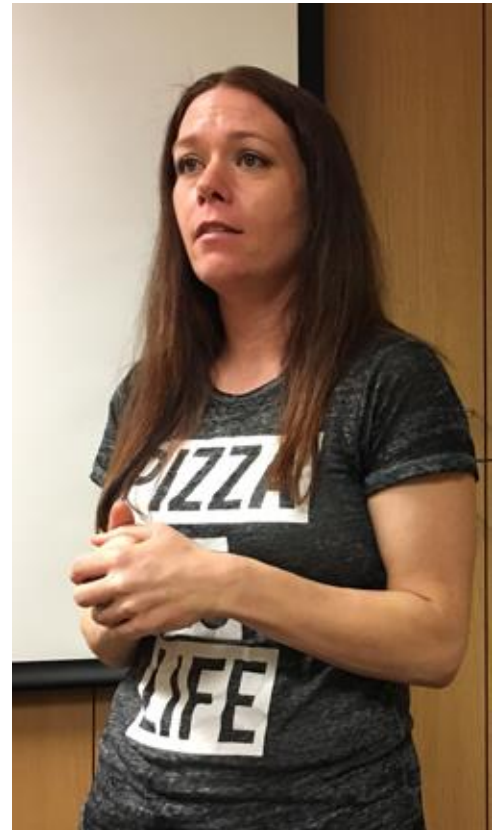
I realize that Rule 3 is disturbing to tell authors. However, to get your masterpiece in your readers’ hands, you have to make it *easy* for them to buy your book.

The problem most authors have is, when they put their sparkling new baby on Amazon, they expect droves of readers to flock to their musings. I realize as a writer this is painful. You spent perhaps years of blood, sweat and tears writing and rewriting your baby again and again. You finally pushed that baby through the publishing canal and —Ta-dah!—it’s here. Now the reward.

You might even think, *I just know the readers will be lined up, pushing each other out of the way to be the first on their block to read my captivating story*. Then reality hits. *Wait; where are they? But I sent out the birth announcement....* The problem is that 5,823 other authors sent out the same announcement that day too. Currently, over 4 books per minute are released, and it’s growing every year!

How do they find yours? It’s *your* job to be the tour guide to get your audience to find your book! Who’s your market? Contrary to what authors fantasize, not *everyone* wants to read your creation. Hopefully, it’s not just your mom. Finding your book is like finding a needle in a haystack—downsize your haystack so your needle is easier to find.

The most important marketing strategy begins with your website. Is it authentic? Your readership wants to get to know you. Once they are smitten with you, they’ll want to read your other offspring. Be sure to blog weekly.



**Anna-Marie Abell.** Photo courtesy of Flora Morris Brown, Ph.D.

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Review other authors' websites who write within your genre. Great ones have a discernable theme that threads throughout their website and all their marketing materials.

Clever website suggestions:

- Consider revealing the first chapter of your book—get them curious and longing for more.
- Interact with your audience. Consider having Q&As with your fans, or provide comment sections.
- Keep your videos under 2 minutes. Maybe you can get a college student to help and lower your expense.
- Provide useful information—perhaps writing tips or the 2015 Author Earnings Report. (I looked it up; yikes! Come on readers, where's the *love*?)

We've provided *just a tiny taste* of the valuable content that Anna-Marie shared with us. Don't worry, though, if you had a scheduling conflict this time. Anna-Marie will be coming to share her insights with us at PWSD the latter half of next year. Look for her on our 2017 calendar, and in the meantime check out her website—*click here*: <http://writtenbyanna.com/big-head-marketing/>

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*PWOC Scribe Penny S. Tee is a nonfiction writer and blogger. She is currently writing her book, "Blasted from Complacency," the true account of her family's vacation in Israel in 2014, when they found themselves touring extraordinary, historic, sacred sites, and cowering in bomb shelters. The impact of being human targets caused a dramatic shift in her life, moving her to work on Peace. Part of her story appeared last June in the Memoir Showcase at the Grand Horton Theatre in San Diego. Her blog is <http://www.pennystee.com/>. She also is the founder of Writers4Writers, a writers' support group that meets on the third Saturday of every month, 2:00–4:30 p.m., at the Rancho Santa Margarita Library. Attendance is free. Register here: <http://pennystee.com/event/writers4writers-meeting-rancho-santa-margarita-library-november-19-2016/>*



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



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

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

**Want to be profiled in the newsletter? Tell Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).**

Would you like more exposure to fellow members? One way to do that is to be featured in the Member Profile section of PWSD's monthly newsletter, *Publishers & Writers Monthly*. All you have to do is be an active (read "current") PWSD member, answer six questions in some depth, provide a JPG head shot, and optionally provide one to two JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example. It's easy to be profiled; just submit your name to Sheri McGregor and let her know you wish to be profiled. We are currently scheduling member profile features for the next six months. Thanks, and let Sheri hear from you soon!

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

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

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

Yearly dues are only \$47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. Since our members' meeting fee will stay the same, you save \$10 at every meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 4 or 5) in each newsletter issue.



## Membership Directory Update

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



## Welcome, New and Returning PWSD Members!

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

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

You'll also enjoy these additional benefits of membership:

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

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

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





## 2016–17 Events Calendar

**Have an event/resource to report to the publishing and writing community?**  
Send your information to  
Newsletter Editor Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

### San Diego Book Awards: Submission Guidelines & Entry Forms

Entry periods: October 1 – December 31, 2016 for unpublished works (first 30 pages only) and January 1–31, 2017 for all published works.



Following are the links for guidelines and entry forms:

| Category Guidelines for Entry                        | Category Entry Forms                                            |
|------------------------------------------------------|-----------------------------------------------------------------|
| <a href="#">Unpublished YA and Children's Novels</a> | <a href="#">Unpublished YA and Children's Novels Entry Form</a> |
| <a href="#">Unpublished Novel &amp; Memoir</a>       | <a href="#">Unpublished Novel &amp; Memoir Entry Form</a>       |
| <a href="#">Unpublished Poetry Chapbook</a>          | <a href="#">Unpublished Poetry Chapbook Entry Form</a>          |
| <a href="#">Unpublished Short Story</a>              | <a href="#">Unpublished Short Story Entry Form</a>              |
| <a href="#">Published Works</a>                      | <a href="#">Published Book Entry Form</a>                       |

### Three-Part Metadata Workshops by David Wogahn November 15, November 29, and December 19, 2016

Everyone talks about metadata, but how does it help authors? This FREE three-session webinar series covers topics that any author or publisher can put to immediate use. Space limited; register now to reserve your seat.

**Session 1: Formatting Attractive Book Descriptions. Tuesday, November 15**

**Session 2: Kindle Keyword Secrets. Tuesday, November 29**

**Session 3: Twitter for Non-Tweety Authors. Monday, December 19**

Register for one, two, or all three sessions. Conflict? Unsure? Don't worry; once you register, even if you can't attend the live event, you can still watch the recording. Visit: [www.breve.link/pw](http://www.breve.link/pw) now to sign-up and get further details. David Wogahn is president of AuthorImprints is the author of *Register Your Book: The Essential Guide to ISBNs, Barcodes, Copyright, and LCCNs* (PartnerPress, 2016), and is the LinkedIn author of *Marketing and Distributing eBooks* (Lynda.com, 2013). Sign up here: [www.breve.link/pw](http://www.breve.link/pw).

**BBL Publishing Presents**  
**The Writer's Road to Success Weekend:**  
***Mapping Your Steps to Publishing Success***  
**Saturday and Sunday, November 19–20, 2016**

Do you have a finished manuscript? Is it good enough to publish? What's the next step to get published? Maybe you've published your book but wonder how to build your audience and actually sell books.

Today's publishing world is full of exciting opportunities for writers—and a lot of questions. If you've ever questioned your next steps to finishing that manuscript, getting published, finding your audience, or finding a team to help you, you're not alone.

BBL Publishing (<http://buildbuzzlaunch.com>) is excited to offer writers in Southern California an in-depth workshop that will give you *your* personal roadmap to success—saving you time and costly mistakes along the way. Lead Editor and Writing Coach Bridget Boland, will join BBL Publishing's Founder and PWSD Member Leann Garms, to work with a handful of writers over two days to map out the practical steps needed to move your writing and publishing dreams forward. Bridget will use her years of experience as a published author, writing instructor, and coach, as well as her energetic techniques (she's also a shaman), to help you break through anything holding you back from your own success. She'll share solid advice on how to work with editors, discuss the traditional book proposal, and show how to prepare your manuscript for publication.

Leann will discuss options and realities in today's publishing world—once you've got a manuscript—and discuss which path to publishing is right for *you* and your project. Plus, you'll look at what it takes to publish and to create your author platform, find out what a book publicity campaign looks like, and discuss how to find the team to help you and what it costs.

With a small class, in our intimate seaside setting in Oceanside, you'll get personal attention in an environment to let your creativity flow and finally get on the right road for your journey as an author. Stop now, and take a look at each day's activities. You can attend one day (\$157) or both, and there's a discount for attending the whole weekend. Don't delay; space is limited. **Registration is available here at <http://bit.ly/2doziCH>**, or you can email [Leann@buildbuzzlaunch.com](mailto:Leann@buildbuzzlaunch.com) for more information.

**The Writer's Road to Success Weekend:**  
***Mapping Practical Steps to Reach Your Writing and Publishing Destination***  
**Saturday, November 19, 2016, 9:00 a.m. – 2:00 p.m.**  
**Sunday, November 20, 2016, 9:00 a.m. – 2:00 p.m.**

**The Screening Room**

**210½ Windward Way, Oceanside, CA**

*(a block from the beach, between the Pier and the Harbor)*

Today's publishing world is full of exciting opportunities for writers—and a lot of decisions. If you've ever questioned your next steps to finishing that manuscript, getting published, finding your audience, or finding a team to help you, you're not alone. Stop now, and make a decision to attend this hands-on workshop from two veterans of the writing and publishing world that will give you *your* personal roadmap to success. Your guides are Author/Writing Coach Bridget Boland and Publisher/Publicist Leann Garms. For information and to register, contact [Leeannqarms@gmail.com](mailto:Leeannqarms@gmail.com).

**Encinitas Street Fair**  
**November 20, 2016**

Visit the Encinitas Street Fair and visit with your fellow authors at the Read Local booth.

# California Dreamin' Conference

March 24–26, 2017

Embassy Suites

900 East Birch Street, Brea, CA

The next California Dreamin' Conference will feature keynote speakers Robyn Carr and Sarah MacLean. In addition, the conference will have a Book Camp with Debra Dixon, an Agent & Editor Panel, critique sessions, and workshops. For more information, go to: <http://caldreaminwriters.com/>.

# IPBA Publishing University

April 7–8, 2017

The Historic Benson Hotel

309 Southwest Broadway, Portland, OR

For nearly three decades, IBPA's Publishing University has been the indie publishing community's must-attend networking and educational event. Their expert speakers understand how to start, grow, and succeed in publishing's new world... and they can't wait to share what they know with you! For more information, go to <http://www.publishinguniversity.org>.



*From the Editor*

If you're an independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of [www.PublishersWriters.org](http://www.PublishersWriters.org) for membership information, and visit the home page to sign up for this newsletter.

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

To appear in the newsletter's **member profile**, Contact Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).

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

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

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Self-Publishing Coach**

*Assisting First-Time Authors  
From Page to Press*

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Heartfelt Publishing**

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*"Building Results, Respect,  
and Relationships!"*

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*"Make your first impression  
a lasting impression!"*

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