

## **Publishers & Writers of San Diego -- Newsletter -- February 2006**

### **== New year, new location! ==**

For those of you who weren't at the last meeting and missed the news before, we've secured a fantastic place to meet for 2006 (and hopefully beyond) -- the Encinitas Community Center. The feedback from members has been very positive. Best of all, the lower fee for the room (nearly half what we were paying at the hotel) allowed us to lower our annual membership dues! More about that below ...

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### **== Member Diane Asitimbay wins book award ==**

Diane's book *What's Up America? A Foreigner's Guide to Understanding Americans* won the Travel Guide Finalist Award. For more details on the awards, go to Writer's Marketing Association's "Fresh Voices" Awards --<http://www.wmaconnect.com/pages/6/index.htm>. For more information on Diane's book, go to<http://www.culturelinkpress.com>.

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### **== Member Ray Gogolewski published in ezine ==**

Coffee Cramp eZine (<http://coffeecrampmagazine.tripod.com>) has selected Ray's flash fiction story, *On Leaving*, to appear in the March 2006 issue. The January issue, currently available online, features Ray's creative fiction story, *Another Dance*. Ray's pen name is Ray Grant.

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### **== Dues are due, dude ==**

With the new year come many exciting prospects and resolutions. How about making one of them the action-packed adventure of writing a check for your 2006 membership dues? Writer's cramp got your hand in a knot? Not to worry -- you can pay cash in person at our next meeting! (No cash in the mail, please!) Otherwise, good-old-fashioned checks are the way to go. You can bring those to the next meeting as well, but if you absolutely can't be there, here's our mailing address -- PWSD, 611 K St, PMB 115, San Diego CA 92101.

As for the membership fee, you may be happy to hear we've lowered it for 2006. At \$37

for the entire year, it's a no-brainer! So, join or re-join today.

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**== "Book Promotion Bootcamp" -- February 26 ==**

Suffering from sagging book sales? Embarrassed when family and friends ask, "How's that book going?" Disappointed with the response you're getting (or not getting) from agents and publishers? Then you need the Book Promotion Bootcamp. This all-day, intensive, advanced workshop is for authors who are serious about making 2006 their best year yet -- and it's limited to 11 authors for personalized attention. You will walk away with a roadmap to best-seller status tailored specifically for you and your book. And this program is ideal for other published products as well (such as e-books, audio books, etc.).

Register now ... space is limited and the deadline is February 20.

The first three registered participants will receive a bonus consultation, in addition to the bonus package included in the bootcamp.

For details and registration, go to <http://www.julypublishing.com/bootcamp>.

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**== PMA University, Washington DC, May 2006 ==**

If you haven't already received information on the annual PMAU, which precedes BookExpo America each May, you can check out the conference details at <http://www.pma-online.org>. It is \*the\* national event for independent publishers, self-publishers, authors, and writers, and highly recommended by PWSD. Each year, numerous PWSD members are presenters and/or participants -- we hope to see you there!

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**== "How to Sell 1 Million Copies of Your Info Products to Corporations" ==**

And prior to PMAU, our very own Paulette Ensign will be your expert facilitator and tour guide for "How to Sell 1 Million Copies of Your Info Products to Corporations" on Tuesday, May 16, 9 a.m. – 5 p.m. (in Washington DC). Details are at [http://www.tipsbooklets.com/bbb\\_2006.htm](http://www.tipsbooklets.com/bbb_2006.htm). Register now to save money and while seats are still available.

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**== Member request for stories for coming book ==**

Author and PWSD member Maggie Crane is completing her book Going Gray Gracefully. She is looking to contact women over 45 who have stopped coloring their hair and allowed their natural gray to grow out. She will select a gallery of these silver-haired women (their stories as well as before and after pics) to be included in the book.

While the book began as a way to document the process of allowing her silver hair to grow out, it evolved into a much deeper spiritual journey in which all her conditioned fears about becoming "old" in a youth-driven society had to be reckoned with. If you relate or know of someone who does, please contact her for specifics on how to submit your story -- [maggie@goinggraygracefully.com](mailto:maggie@goinggraygracefully.com).

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**== Handicapped author seeks ride-sharing to PWSD meetings ==**

An author in Escondido is interested in attending PWSD meetings, but she is a recovering cancer patient with an oxygen tank and is unable to drive. If you are located in or near Escondido and can drive her to and from meetings, she will help with gas costs and would be most appreciative. Contact her directly -- Rima Magee at 760-746-6377.

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**== PWSD seeks volunteer website manager ==**

The person who has been managing our website for the past year will no longer be able to continue in the position. As such, we are seeking someone to take over the task. Necessary abilities are text editing of the site as needed, in basic HTML code, and downloading/uploading the pages via FTP. Approximate time commitment is 2-3 hours per month, depending on the individual's skill level. Although the position is voluntary, our website manager does receive free membership and free entry to all meetings. Interested parties should email [andrew@achapman.com](mailto:andrew@achapman.com).

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**== Membership directory ==**

Don't forget about our membership directory! The PWSD website includes a directory of members, and right now most of you aren't listed. While we can't make guarantees as to results, some of our listed members have received inquiries from visitors to the site (which numbers in the hundreds each week). You may be missing out on a key contact or potential prospect!

To see the current directory and for instructions to add your listing, click on the link above and to the right (in the navigation graphic).

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**== PMA and SPAN ==**

PWSD is an affiliate of Publishers Marketing Association (PMA) and Small Publishers of North America (SPAN). And as such, our members are entitled to a discount membership with both organizations. As national organizations with thousands of members, they offer tremendous benefits, such as discounts on printing, shipping, and travel with their preferred vendors. There are many other advantages to membership, and we suggest you visit their websites at <http://www.pma-online.org> and <http://www.spanet.org> to learn more.

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**== Three valuable resources ==**

1. ListServ dedicated to independent and small-press publishing -- <http://finance.groups.yahoo.com/group/smallpub-civil>
2. Excellent site of info on self-publishing -- <http://www.selfpublishing.com>
3. Tool for converting ISBN-10 to ISBN-13 -- <http://www.isbn.org/converterpub.asp>

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**== This month's marketing tip ==**

Self-publishing expert Dan Poynter now publishes a monthly "Publishing Poynters Marketplace" newsletter early each month (in addition to his regular Publishing Poynters newsletter). For more info and subscription details:

<http://tipsbooklets.blogspot.com/2005/12/new-publishing-resource-from-dan.html>

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If you are a PWSD member and would like us to publicize your upcoming event or news, please inform us by emailing [andrew@achapman.com](mailto:andrew@achapman.com). If you are on this newsletter list but are not a PWSD member, join now!! PWSD accepts notice of non-member events, but will choose to publicize them on a case-by-case basis.

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PWSD (Publishers & Writers of San Diego) is a not-for-profit unincorporated association of publishing professionals in San Diego. Our goal is to offer resources, share information, present relevant topics at our event meetings, and provide a networking forum for our members. Membership is \$37 per calendar year. Meeting fees for Members are \$10, Non-Members \$15, payable by cash or check only.

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