

Publishers & Writers of San Diego -- Newsletter -- February 2007

Things are starting to get back in gear for the San Diego publishing community, and with that comes a variety of events for you to choose from. Here they are in chronological order, followed by some other bits of news.

"Books: Today's Secret Marketing Tool" ~~~ February 22

This Thursday is almost here! And that day at the Del Mar Doubletree Hotel, entrepreneurs and solo professionals will have the chance to learn how they can get published to increase their incomes and build their businesses. Savvy business professionals are learning that a book or other published item boosts their credibility and sets them apart from the competition. This all-day seminar (9 AM - 4 PM) will demystify the publishing process, and attendees will leave motivated and know exactly how to become published authors. For all the details and to register — <http://www.BusinessPublishingSecrets.com>.

Panel Discussion on Business Book Publishing ~~~ February 22

Business authors Chris Randolph, Michael Capone, and Lee Silber will discuss the state of publishing today and, in particular, the climate for business books and their authors. This no-cost event takes place at the Barnes & Noble in Mira Mesa, 10775 Westview Parkway, San Diego, CA 92126 858-684-3166 — the start time is 7:00 PM.

Next PWSD Meeting ~~~ February 24

Patsi Krakoff and Denise Wakeman, aka The Blog Squad, will bring their highly successful and popular presentation "How to Blog Your Book" to Encinitas for our meeting. Perhaps you've heard of blogs but don't know how they can promote your book ... or perhaps you're already blogging but not getting the results you want ... either way, The Blog Squad will show you how to use this fantastic promotional tool. Get all the info, directions, etc., and RSVP at <http://www.publisherswriters.org>.

"Book Publishing 1-2-3" ~~~ February 25

Editor Laurie Gibson is giving a talk called "Book Publishing 1-2-3" on Sunday, February 25, from 3 to 4 pm, at the Mission Valley branch of the San Diego Public Library (2123 Fenton Parkway, by Ikea). This talk will give a "behind the scenes" look at the three major steps that a manuscript goes through at a publishing house (acquisitions, editorial, and production), and is designed to help writers get a better "big picture" sense of the publication process. It will also include a Q&A session to address

writers' specific concerns. For more info, call (858) 635-1350 or e-mail wordworker1@earthlink.net.

Mystery Author Talk ~~~ Sunday, March 11

The City of San Diego Public Library will host a talk with mystery authors Cara Black and Denise Hamilton on Sunday, March 11, at 2:00 p.m., in the Wangenheim Room of the Central Library, located at 820 E Street in downtown San Diego. There is no cost for this event.

Romance Writers of San Diego Meeting ~~~ Saturday, March 17

The morning topic will be "What Agents Want from Authors" as presented by Sally Van Haitsma, Castiglia Literary Agency, and the afternoon topic will be "The Male POV" as presented by noted Beverly Hills psychotherapist Debra Holland. For further details and to RSVP, visit <http://www.rwasd.com/chapterMeetings.html>.

The Learning Annex Presents "The Secrets of Successful Book Promotion" ~~~ Saturday, March 24

Taught by publishing expert Andrew Chapman and Internet marketing expert Jeniffer Thompson, this class walks authors and prospective authors through the many avenues for real-world and online book promotion. To learn more or register call 619-544-9700 or click to http://www.learningannex.com/default.taf?sctn=AB&_function=detail&cnum=488BSD&cat=

PWSD Member Accepted to Distribution Program

Tim Barger, Selwa Press publisher and 2006 PWSD Outstanding Member, has had his most recent title, *Discovery! The Search for Arabian Oil* by Wallace Stegner selected for the IPG Small Press Distribution Program. This accomplishment was made possible by the PMA Trade Distribution Program — an esteemed program with an acceptance rate of only 15-20%. Give Tim your personal congratulations at the next meeting!

Ten Grants for Senior Artists Up for Grabs

The Kenneth A. Picerne Foundation of Oceanside is funding the "Senior Artist Project" through grants to North County and San Clemente artists aged 55 and older. The project's goal is to enable accomplished visual, performing, and literary artists the opportunity to provide educational, mentoring and therapeutic experiences for underserved populations in North San Diego County and San Clemente. Ten grants of

\$12,000 each will be awarded for 2007. For additional details on the project and application process, go to http://www.picernefoundation.org/senior/artists_project.asp.

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. 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.

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 for publishers and writers; \$47 per year for associates (non publishers or writers). Meeting fees are \$10 for members and \$15 for non-members, payable by cash or check only.

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