

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

### **== February meeting packed with design insight ==**

Many thanks to Ellen Goodwin, our guest expert, for an excellent presentation on book design. Using her decades of experience and a number of examples, she gave us a look at books through a designer's eyes, as well as a primer on what it takes to choose and work with a designer. If you are interested in learning more about her services, you can reach her at [ellengoodwin@cox.net](mailto:ellengoodwin@cox.net) or 619-299-0737.

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### **== Romance Writers workshop -- March 18 ==**

RWA-San Diego is now offering a special daily rate for the Spring Into Romance Conference for Southern California writers -- just \$100 for a full day of workshops and luncheon on Saturday, March 18. Check out <http://www.springintoromance.com> for the schedule.

Call 858-449-5551 or email [info@springintoromance.com](mailto:info@springintoromance.com) for more information or to register in advance. You can also register on-site at the Marriott Mission Valley, San Diego, from 7:30-8:30AM on Saturday, March 18, 2006.

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### **== San Diego Writers/Editors Guild meeting -- March 20 ==**

The March edition of the SDW/EG newsletter, The Writer's Life, is available online. And they are having an open-mike night (author/writer readings) on March 20 at their general meeting. For details or to get the newsletter, go to <http://www.sdwritersguild.org>.

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### **== Member Ray Gogolewski published by Coffee Cramp eZine ==**

Coffee Cramp eZine has selected Ray's flash fiction story, On Leaving, for publication in this month's issue. His pen name is Ray Grant.  
<http://coffeecrampmagazine.tripod.com/id21.html>

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### **== New Orleans libraries are rebuilding and need books ==**

New Orleans Public Library is asking for any and all hardcover and paperback books to restock the shelves after Katrina. The library staff will assess which titles will be designated for the shelves. The rest will be distributed to destitute families or sold for library fundraising. The books can be sent to:

Rica A Trigs, Public Relations  
New Orleans Public Library  
219 Loyola Avenue  
New Orleans, LA 70112

If you point out to the post office that the books are for the library in New Orleans, they will give you the library rate, which is less than book rate.

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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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**== Links page ==**

If you've overlooked the [Links page](#) on our website, check it out. There may be a resource or connection on there that you could use right now.

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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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**== Andrew Chapman's marketing tip of the month ==**

Do you send out mail? Sure, we all do, although it may be less than when we didn't have e-banking, phone payment, and email. But nonetheless, we still send out mail. So how about creating a sticker to place on your envelopes and packages that promotes your books and website? You may already be placing stickers on the backs of your mailings -- the ones with those cute little happy faces, or positive sayings, or promoting peace or the environment. Instead, or in addition, put a sticker on that's a teaser for your book and gives the website. With any computer and printer, you can create these at little cost, and you never know who may see it.

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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.