

# Name This Newsletter



## NEXT MEETING

**SEPTEMBER 29, 2007,  
10:30 -NOON**

### FIELD TRIP

Private Tour of CPS Printing!  
Learn About Digital and Offset  
Processes. A great way to learn  
how to work with printers.

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And now, a word from your editor . . .

## PWSD's New E-Newsletter

Talk about being in the right place at the right time! I stayed after the last PWSD meeting on August 25, 2007, to hear what Karla Olson and the other officers and volunteers were up to, and found myself offering to edit an e-newsletter for the group.

I'm grateful for this opportunity, but I know *your* contributions are what will really make it work.

And wait until you hear all the other ideas swirling around about publicity for our group, increasing our membership, and providing new members services and cooperative marketing efforts. Stay tuned.

### Contributors Wanted

We will need your newsletter contributions every month.

Please share:

- ◆ News for the Events Calendar
- ◆ Writing and publishing related tips
- ◆ Stories of your triumphs and disasters
- ◆ New publication announcements

The plan is to issue this newsletter on the second Saturday of each month—conveniently midway between meetings. Send your articles and information by the Monday before, please. The due date for next month's newsletter, for example, will be **October 8th**.

And please consider this newsletter a work in progress. Let me know your ideas for articles and contents that would be valuable to you.

*Krasna Svoboda, Editor*

## Paulette's Top Ten Reasons to Send Your Info to the [www.publisherswriters.org](http://www.publisherswriters.org) Member Directory

10. Increase your placement—*or* your book's placement—in Google searches.
9. So people who missed your name at a PWSD meeting can find you and do business with you.
8. Evidence for your family (or cat) about why you get up early one Saturday morning a month.
7. So people outside PWSD and San Diego can find you to do business with you.
6. To replace your existing-but-outdated backgrounder and photo.
5. For the sheer joy of scratching one more thing off your "to-do" list.
4. To be in the company of other esteemed members of the San Diego publishing community.
3. Because it's a member benefit, included in the membership fee you already paid (or are about to pay).
2. It feels so good when someone thanks you for doing something that's in your own best interest.
1. So Paulette, Karla, and Andrew (board members) will stop bugging you to send in your 50-word backgrounder and photo!

Send information about your business or your book today, before it slips your mind one more time, to Andrew Chapman.  
[Andrew@AskThePublishingPro.com](mailto:Andrew@AskThePublishingPro.com).



## Name This Newsletter—Please!

This newly-hatched newsletter needs a name! A simple and energetic name that expresses the momentum building in the group.

One of you has this prizewinning name, so please Name This Newsletter. Did you hear the word “prize”? The

member who submits the winning name will receive a fabulous mystery prize at our November-December gathering.

Send your idea to the editor or to any officer by October 10th. E-mail addresses are on the last page. Or hand it in at the next meeting, September 29th.

## August PWSD Meeting

PWSD is growing fast. Current membership stands at 74. In August, we had one of our largest turnouts—members and guests filled the meeting room at the Encinitas Community Center to bursting.

### Announcements

- Bob Goodman reminded members that Book Expo America (BEA) will be in Los Angeles in 2008. Get it on your calendar!
- Bob also announced that our national association (PMA) is changing its name to the Independent Book Publishers Association. (PWSD is affiliated with both PMA and SPAN, the Small Publishers Association of North America.)

### Open Forum Discussion

August’s PWSD meeting was one of our two annual open forums. These are

Q&A sessions. Everyone has a chance to ask at least one question and draw on the (considerable) collective knowledge of all those present. This session’s questions focused mostly around printing and marketing. A few gleanings:

- Hardcover vs. softcover printing: Bob Goodman suggests initial printings of both; each requires its own ISBN.
- The break-even point for digital vs. offset printing is currently about 500 copies.
- For more information on the financial side of publishing, Andrew recommends *Publishing for Profit*, by Tom Woll.
- Consider marketing using Internet radio programs. Both Worldtalk and WS Radio are currently looking for interesting interviews and content.
- Solana Beach Public Library was reported to be very supportive of local authors.

### Volunteer Meeting

After the regular meeting, officers and volunteers gathered to review ideas for increasing PWSD membership, which will allow us to expand member services. Board member Karla Olson is leading this effort and chaired the meeting.

Nesta Aharoni presented a draft flyer for members to distribute at bookstores and libraries, to colleagues, and at other meeting they attend.

The launch of this newsletter was discussed, with several people volunteering to contribute.

Karla reported talks with the Publishers Association of Los Angeles (PALA), and the Arizona Book Publishing Association (ABPA) about the potential for a joint book catalog.

Another idea that merits wider member discussion is the idea of a joint booth at BEA 2008.

*Summary by Krasna Svoboda*

### The Members’ Bookshelf

## Selwa Press to Release the First US Edition of a Wallace Stegner Classic

At the monthly PWSD meeting in August, Tim Barger, the owner of Selwa Press, announced the publication of a new title:

***Discovery! The Search for Arabian Oil***, by Pulitzer Prize-winning author Wallace Stegner.

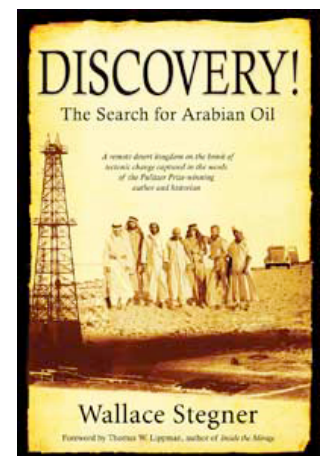
The only complete account of the birth of the Saudi oil industry from 1933 to 1945, ***Discovery!*** was written in 1956 and published once in 1971, as a paperback edition, in Lebanon.

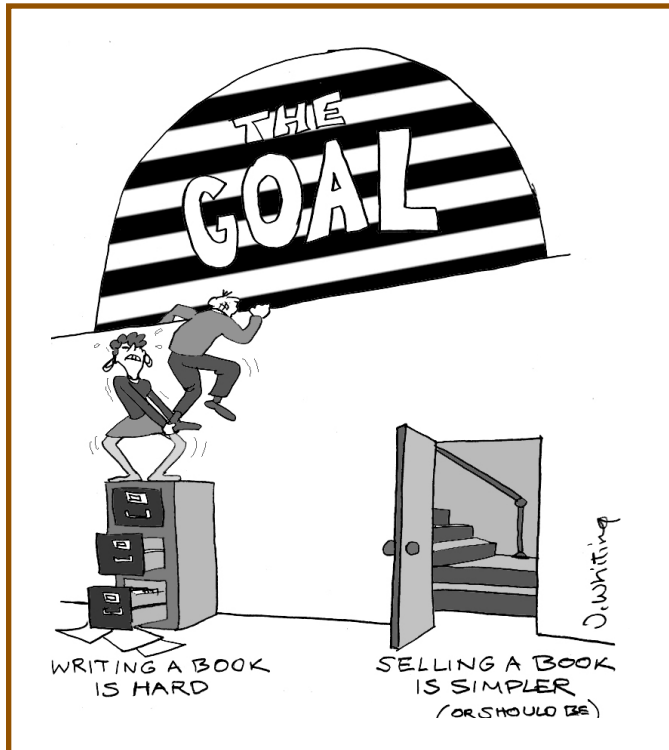
This US edition is a fully annotated hardcover, illustrated with 16 pages of rare black-and-white photographs from the era,

and a foreword by the the author and Middle East expert Thomas W. Lippman.

In his presentation, Mr. Barger referred to the title as “practically a joint venture of the Publishers & Writers of San Diego,” in appreciation of the group’s support and the direct contributions of many of its members, including Carolyn Fox, proofreader and copy editor, Ellen Goodwin, book designer, Tricia Van Dockum, publicist, and Karla Olson, marketing consultant.

*Tim Barger, Selwa Press*





### Invitation

## Let PWSD Help You Publicize Your News & Events

If you would like us to publicize your upcoming event or news, please email Andrew or Krasna (e-mail addresses are on the last page). Members submissions received by the 10th of the month will be included in that month's issue.

### Shameless Self-Promotion

## Join PWSD

If you are not a member, please join us! PWSD 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 year (12 months) for publishers and writers; \$47 per year for others. Meeting fees are \$10 for members and \$15 for non-members. Payments are by cash or check only.

[www.publisherswriters.com](http://www.publisherswriters.com) • [andrew@achapman.com](mailto:andrew@achapman.com)

## PMA-Online Seminar

The next PMA Publishing University Online seminar is scheduled for Wednesday, September 19th at 2:00 PM Eastern Standard Time.

The topic for this session is **How to Sell to the Academic, Professional, and Higher Education Markets.**

- Do you have a title that you'd like to sell to the academic, professional or higher education markets?
- Did you know that different standards and barriers to sales exist between these markets?
- What you don't know could affect your bottom line.

### About the Seminar

This course explores the challenges and opportunities small publishers face in today's academic markets. It examines the differences between academic and trade book publishing in terms of goals, standards, procedures, and distribution channels. We'll look at the barriers to success in the academic book marketplace and how to overcome them. Plus, we'll examine the practical

strategies and new connections that will help us get our products into the hands of end users.

### About the Speaker

Mary Ellen Lepionka has been a college instructor in anthropology and world history and a curriculum developer in the social sciences. She discovered publishing through a second career as a developmental editor of secondary and postsecondary textbooks for Houghton Mifflin, Pearson Education, McGraw-Hill, and other companies. Mary Ellen founded Atlantic Path Publishing in 2003 to publish professional books for college instructors, academic authors, and textbook editors and publishers. She has three books in print, three forthcoming, and is the author of *Writing and Developing Your College Textbook*. Mary Ellen's main business is consulting. Her clients include individuals, corporations, educational institutions, and publishers.

### Information

For more information, see [www.atlanticpathpublishing.com](http://www.atlanticpathpublishing.com).

To contact Mary Ellen: e-mail [me.lepionka@verizon.net](mailto:me.lepionka@verizon.net).

### Registration

To register, please visit the PMA Publishing University Online website at the following link:

[http://www.pma-online.org/custom/publishingUniversityOnline/University\\_onlinenow9-19.aspx](http://www.pma-online.org/custom/publishingUniversityOnline/University_onlinenow9-19.aspx)

*Information from PMA  
Submitted by Bob Goodman*

## PWSD Welcomes 5 New Members in August

New members who joined PWSD at the August meeting are (*drum roll*):

- ✓ **Lew Decker**
- ✓ **Robyn Holt**
- ✓ **Heidi Lerner**
- ✓ **Kay Rowe**
- ✓ **Tricia Van Dockum**

# Q&A

## Member Spotlight: Charlotte Thompson, MD

**Tell me a little about your background and how you became a writer or publisher. Was there an “Aha” moment when you realized this was what you wanted to do?**

You can read about me at my website, [www.drthompsonsbooks.com](http://www.drthompsonsbooks.com). I practiced general pediatrician and in San Diego and La Jolla for 15 years, and left for the Bay area in 1975, where I directed programs for children with disabilities. Three years ago, I closed the Center for Handicapped Children which I had founded, and moved back to San Diego. But you never really stop being a doctor! I still see some patients, and I often hear from patients who now have children or even grandchildren.

I wrote my first book, called *Raising the Handicapped Child*, as a way to create some balance in own my life while working with these kids. I used an agent and a traditional publisher for that book, and it's been through several editions and publishers since the first one in 1986. I've published seven books so far, and have others in manuscript or in process. They haven't all been related directly to my profession, though. Two titles have been about my life as a single woman and mother: *Single Solutions* and *Making Wise Choices*.

Writing is easy for me and I do it all the time. I write by hand, and I write every place I am, whenever I can. A lot of writing is formulating ideas, so I also keep a journal.

**Have you self-published a book? How did you make this choice and how has it turned out?**

I am still sending book proposals to traditional publishers. My work has been published by William Morrow, Random House, Oxford University Press, Branden, and Econ-Verlag, a German publisher.

My most recent book was self-published, working through Infinity. I am delighted with them. They have had everything I needed. For example, when a few books arrived with damaged covers, they replaced them immediately. By the way, Infinity was my second attempt to work with an on-demand publisher. I had first tried a publisher who advertises heavily, but encountered many difficulties and eventually withdrew.

**Have you had a book published recently? What are you working on now?**

The title of the new book is *101 Ways To The Best Medical Care*. This book looks at medical care from birth to death. It's been reviewed well and is selling well. Amazon's editorial comment is “the medical guide that could save your life or the life of a loved one. A gold mine of practical information and resources are provided”.

And the Muscular Dystrophy Association's review of the book says, “Charlotte Thompson, assistant clinical professor of pediatrics at the University of California Medical School in San Diego, unravels the U.S. health care system from the patient's point of view. . . Thompson is an “old-style” doctor who puts patients first and shares their concerns about today's complicated, restrictive managed care health system.”

**What's worked well for you in marketing and selling your work?**

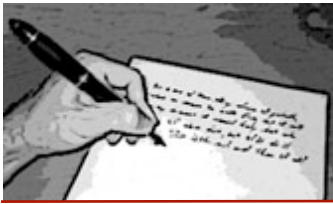
An artist friend says he spends 50% of his time painting and 50% of his time marketing. That sounds about right to me. I use my own contacts a lot; for example, I send postcard book announcements. I've done book tours and lots of radio and TV interviews. I've also hired PR people, and that has not been useful for the most part.

At BEA 2007, I called in advance and made appointments with five publishers to discuss my newest book ideas. I urge everyone to go to BEA. Just call the publishing company and ask for an editor. Get a coffee cup in hand and make the calls! Generally, people in the book business are lovely. Be pleasant, professional and patient—make people feel comfortable. And believe in yourself and your message.

**How has PWSD helped you? What advice can you pass along to the other members?**

We all need to be part of a group. And Ellen Goodwin, whom I heard speak at a meeting, did the cover for my latest book. People in PWSD are interesting and open-handed when it comes to sharing.

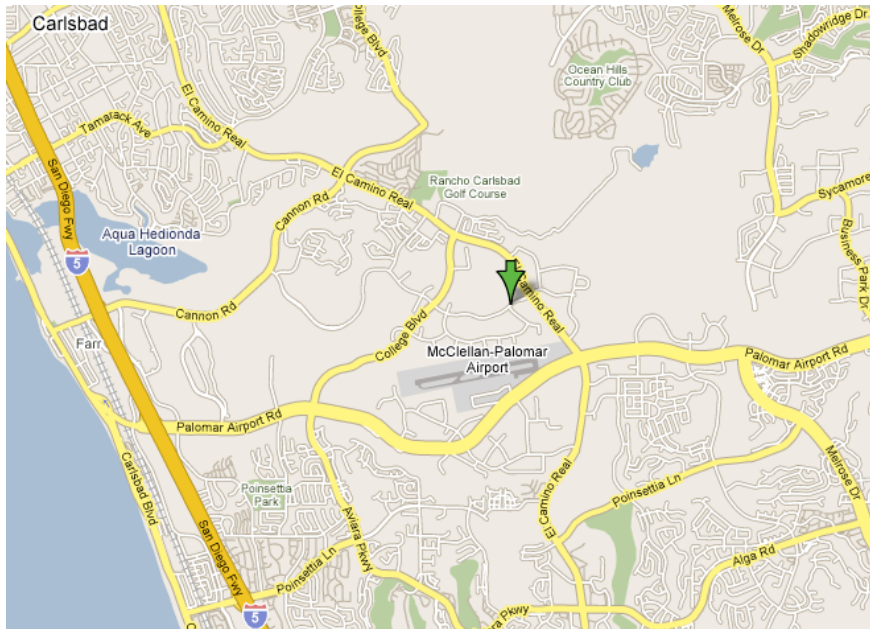
My advice? If you like to write, write! Then let other people help you with the professional editing and other services. But be very careful to check the credentials and experience of anybody you hire.



# Publishers & Writers of San Diego

**CPS Printing, 2304 Faraday Ave, Carlsbad, CA 92008**  
800-350-9411 [www.cpsprinting.com](http://www.cpsprinting.com)

Located off El Camino Real on Faraday. From I-5, Exit Palomar Airport Road.



## Regional Events

### Sunday, September 30, 10am-6pm: WEST HOLLYWOOD BOOK FAIR

Over 20,000 guests, 300 authors, and 100 booksellers and literary groups are expected at one of L.A.'s most eclectic literary events. Features a kid's stage, storytelling, poetry, theater, and author stages—12 in all—with panel discussions on topics from mystery to comics. Exhibitors will host activities for all ages.

West Hollywood Park, 647 N. San Vicente Boulevard, West Hollywood, CA 90069. Free parking at the Pacific Design Center, and free shuttle from Plummer Park.

For details see [www.westhollywoodbookfair.org](http://www.westhollywoodbookfair.org)

### Tuesday, October 2, 6:30-10:00 PM:

#### WRITING & PUBLISHING YOUR NONFICTION BOOK

This seminar by Dan Poynter, presented at the Learning Annex in Los Angeles, will include Books 101: The full new book model program.

Information and registration at 310-478-6677 or [www.learningannex.com](http://www.learningannex.com)

### Saturday, October 6, 10am-7pm:

#### 2ND ANNUAL SAN DIEGO CITY COLLEGE INTERNATIONAL BOOK FAIR

This event will be presented at the Saville Theatre of San Diego City College. Admission is free.

For full details see <http://sdcitybookfair.com/index.htm>

## SEPTEMBER 29 PWSD MEETING

Behind the Printing Press:  
A Guided Tour of CPS Printing  
Guest Expert **Doug Strickland**  
To Register for the meeting, go to  
[www.publisherswriters.org](http://www.publisherswriters.org)

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Jim Whiting, *Cartoon*

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