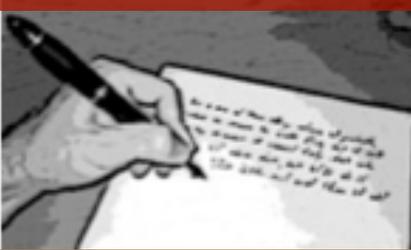


Publishers & Writers Monthly



NEXT MEETING

SEPT 27, 10:30 AM

**AUDIO & VIDEO
PODCASTING**

Doors Open at 10:00 a.m.

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PWSD is an affiliate of IBPA, the Independent Book Publishers Association; SPAN, the Small Publishers Association of North America; and SPAWN, the Small Publishers, Artists and Writers Network.

PWSD Hosts Special Seminar on Digital Delivery, November 15, 2008

Much has been made of big-name e-book readers such as the Amazon Kindle and Sony's Reader. Meanwhile, more and more content creators are quietly but profitably using independent services to sell and deliver their digital intellectual property—books, booklets, music, audio books, video and more—direct to consumers.

PWSD has been following this trend carefully, noting indications that sales of digitally published products have increased as much as ten-fold in the past few years. In fact, according to the International Digital Publishing Forum, revenues from e-books went up over 500% from 2002 to 2007—and that was just wholesale revenue, just in the United States, and not including the myriad other digital products.

So, given this wave, we are proud to announce our next special event, Saturday, November 15, from 9:00 a.m. to 1:00 p.m. This half-day seminar (including lunch!) will teach authors, writers, entrepreneurs, and other content creators how to sell and deliver their products via the Internet.

The featured speaker will be Dush Ramachandran, vice-president of ClickBank.com, a Colorado-based company that facilitates storage, delivery and transactions for online products. In addition, a prominent and successful ClickBank author (to be announced) will speak on the experience of selling digitally online and how to make it work for you.

"I couldn't be happier that ClickBank is helping us make this seminar happen," said PWSD president Andrew Chapman. "They are one of the premiere companies in the country—internationally really—in this arena. Anyone who attends this event will clearly walk away with an understanding of exactly how they can go home and start selling their digital products right away."

The seminar and luncheon will take place **Saturday, November 15, at the Encinitas Community Library** (our usual meeting room) from 9:00 a.m. to 1:00 p.m.. For more information and to reserve your space, go to our website at www.PublishersWriters.org.

September 27, 2008 PWSD Meeting

Audio & Video Podcasting for Authors and Publishers

Welcome to the world of diverse publishing methods, including, podcasting, the latest trend in making information publicly available to the masses. If you've ever considered podcasting as a promotion or distribution method for your creative genius, then you need to attend this seminar. Mike Rounds is a professional speaker and a published author with over 100 "How-To" books, audios and videos in distribution. Check him out online at www.RoundsMiller.com. Doors open at 10:00 a.m. at the Encinitas Public Library. \$10 members; \$15 non-members. **Register at www.publisherswriters.org**.

Introvert, Extrovert, or It Depends

... Paulette Ensign, PWSD VP-Membership and PWSD Treasurer

Some people tend to immediately think of me as an extrovert, and would be surprised to know I'm actually very close to the line separating introverts and extroverts. What's this got to do with the business side of publishing, which is what Publishers and Writers of San Diego is all about? Well, it's about how comfortable you are promoting what you've got so that your message and product reach as many people as possible, you make money from it, and you don't want to crawl into a hole in the ground in the promotion process.

Now notice I said "promoting" and "promotion." I didn't say "market" or "sales." Those words tend to trigger a wide range of reactions that are unnecessary to have to dig through in this article.

Back to where I was going—promotion and whether you're an introvert, extrovert, or somewhere in the middle. Promotion is merely the act of informing people of what you've got. Don't you already do that when you're talking to a friend or family member, one-on-one? That's what lots of people do before and after the monthly PWSD meetings. They talk to each other about what they've got or what they're looking for, one-on-one. They may wave around a copy of their book or a flier, or share about a review, or ask for a critique about their cover or talk about a new service they're launching.

Then there are other folks who are comfortable communicating through the online listserv conversations, or being on a radio show, or doing a book signing or presenting a class. Each of these is a promotional outlet, a way to financially benefit from what you've got.

Before you make any assumptions about which mechanisms are more attractive for introverts or extroverts, you may be surprised. Some people would much sooner be in front of a whole big group any day of the week, than have a one-on-one conversation. It's less personal, and it works well for some people. And the reverse is certainly true. There are folks who will do whatever they can to avoid being in front of lots of people, and are much happier with an intimate setting. Or you may be like me, close to the line, and able to go either way, depending on the situation.

Whichever you are, there are ways you can promote who you are and what you've got through Publishers and Writers of San Diego. You can talk at meetings, post your photo and bio on the Membership Directory at www.PublishersWriters.org, get involved as a volunteer, write articles for this newsletter, or anything else you think of. There's room for every style.



Organizing Meeting for the Shared PWSD Carlsbad Street Fair Booth

...George Goddard

September 27 at 12:30 p.m., right after the regular PWSD meeting, we will hold a brief organizational meeting to plan our PWSD Booth at the Carlsbad Street Fair, to held May 3, 2009.

Would you believe that this is the biggest street fair in America? It attracts 100,000 visitors and 900 vendors, and it's right next door in Carlsbad. Would you believe we can get a booth at their May 3 fair for only \$180? For just nine publishers/authors, that would be \$20 apiece.

Would you believe you will be at our booth selling your books left and right? If every fair visitor bought your book and you made \$5 a book, you would be half a millionaire! Of course you would. Now you are asking, "But how will I train for this, the Olympics of street fairs?"

Bob Richard, author of *The First Man Standing: Running with Wolves*, has offered to let PWSD members sell their books at his book table, at the Seaside Bazaar in Encinitas. For more information, visit http://www.1stmanstanding.com/fmswebsitevista_005.htm. Give this a try—it's great practice if you've never done anything like this before.

For more experience, you can also attend the Carlsbad Street Fair this fall—the date is November 2, 2008—and get a feel for what the opportunity to have a shared PWSD booth offers.

What do you do next? Come to the organizational meeting. We will discuss how to design our bookstore booth, how we will manage it, and where we will get a couple of tables and a fire retardant canopy. Everyone participating will need to have a seller's license. We'll also need to have an application completed by January 15th, 2009.



From the Prez

...Andrew Chapman, PWSD President



It's hard to miss all the buzz about Amazon's Kindle (e-book reader). No doubt it's a breakthrough, no doubt Amazon has what it takes to make it successful, and no doubt it is a turning point for digital publishing. But the truth is, e-books have been around for quite some time. I self-published and sold my first one on the Internet in 1997. The real news is the changing way—specifically, the ease—with which we can sell e-books. And ultimately selling is what it comes down to.

You've probably heard the stories of authors who boast of making money hand over fist online while relaxing on a beach somewhere or enjoying a trip in Europe. Perhaps you've read *The Four-Hour Workweek* by Timothy Ferriss. Or maybe you've seen the “make money while you sleep” ads for information marketing. Whatever the case, everything comes down to having an automated system—a way to pull yourself out of the equation—that allows your published product to sell day and night without the need for inventory.

Did you catch that last line about NO INVENTORY? Okay, just making sure you're with me. There are many beautiful things about selling your digitally published products online (and we're not just talking e-books, but also e-booklets, reports, training programs, audio books, videos, music, and much more). But one that can't be beat is not having to deal with inventory. It's a storage annoyance, an expense annoyance, an environmental annoyance, and tax-preparation annoyance, just to name a few. So, if you have boxes of books or audio programs or whatever sitting in your garage or storage shed or wherever, go take a long look at them. Burn that impression—the immense weight of them all (physically and mentally)—into your mind. Then come back and read the next paragraph.

PWSD Special Event November 15

The next PWSD special even, coming November 15, is all about how you can automate the process of selling your digital products online. Yes, we're still talking no inventory. . . no shipping. . . no collecting or processing payments. . . no trips to the bank. . . none of it. You can literally sit around your house ALL DAY in your underwear (or not even that), trying to decide between watching “Deal or No Deal” or “Law & Order” on your DVR, and let the money roll in.

Okay, of course I'm painting a fantastic picture here. I actually hope your leisure time is better than that. But the point is, you will now learn how those authors make money while they sleep, relax on a beach or tour Europe.

ClickBank is one of the biggest companies facilitating the online sales of digitally published products. And we don't just have some guy from their mailroom coming to teach us this system—we have one of their vice presidents! I'm still not sure how we pulled that off, but we did. (Actually, all the credit goes to Paulette Ensign.) So you'll be learning from a serious expert in this exploding field.

But wait, there's more! Just so we don't get all “pie in the sky” about this, we're also bringing in a local, successful, honest-to-goodness, real author who's making money while he sleeps, relaxes on the beach and tours Europe.

And if that's not enough, we're going to have a delicious luncheon (courtesy of ClickBank) catered from Kealani's in downtown Encinitas. Yes, that beautiful patio outside our meeting room will finally be put to use.

So, all kidding aside, I'm truly excited that we can bring you this amazing special event. (That's why I'm all goofy writing this.) You absolutely need to be there. Your perspective on publishing will completely change. Check out our website, www.PublishersWriters.org, for more details and to reserve your space.

Whiting's World



“Do you have anything else by this author?
She does wonders for my insomnia?”

August PWSD Meeting: Open Forum

...Thanks to Vivian Eisenecher for These Notes

In August, PWSD held its semi-annual Open Forum, in which we are the experts responding to questions from our fellow members. The group was large, the questions were many, and the discussions far-reaching.

Among the many topics covered:

- A member who put his book in bookstores on consignment, wondered how to diplomatically follow up.
- A children's book author asked how to approach her publisher about obtaining copyrights to her book.
- Several members who self-publish asked how to choose a good print source.
- One person asked how to find appropriate journals to publish articles.
- A fiction writer asked whether to look for an agent or self-publish.
- The Kindle product and self-publishing in the future were discussed.
- A writer in Alaska has a cruise ship book and wonders whether he should seek an agent or self-publish.
- An author asked if articles can be sent to magazines simultaneously.
- An author wondered how to ask for testimonials.

- One member sought consensus on cover designs for her upcoming book.

In addition, many members made announcements or asked for specific assistance.

- Oceanside Civil Center Library is holding an author showcase in honor of Authors' Day, November 1st, from 10:00 a.m. until 3:00 p.m.
- Paulette announced that *TipsBooklets.com* will soon have a major announcement re: bulk sales, spin offs and developing product lines.
- A technical writer is looking for a publisher.
- The author of a workshop book is looking for a speaker/marketer to promote it.
- A writer has written three books and needs an agent.
- The PW Monthly always needs newsworthy items for free publicity.
- Members can put their 50-word announcement and a head shot on the PWSD website.
- Encinitas Seaside Bazaar—tables are free with 10% of sales going back to owner.
- Anybody can subscribe to helpareporterout.com mailing list. It offers a list of reporters seeking good stories.

Miss a PWSD Meeting or Special Event?

Want the Answers to the Questions
Discussed at the August Forum?

Download Audios at

www.PublishersWriters.org

PWSD Welcomes NEW MEMBERS

Yetta and Al Harris
Bob Richard

Barbara Wallace

RENEWING MEMBER

Louise Watkins

Word Tripper: Arrant, Errant

“Arrant,” meaning without qualification, is synonymous with complete or consummate, as in an arrant fool.

“Errant” refers to straying from a proper course or standard.

“He can be called an arrant fool for taking an errant route to spending his inheritance.”

Barbara McNichol Editorial

520-615-7910 or editor@barbaramcnichol.com

The End Is Near (If You Skip the Editing Stage)

. . . **Bob Goodman, Silvercat**

As a publisher, I often feel camaraderie with the ancient prophet Jeremiah, from whose name we have derived the word *jeremiad*. A jeremiad is a harangue, one that is often ignored, about the dire consequences that can follow from flouting a law or a set of standards.

The laws and standards of publishing are quite different from Jeremiah's scriptural principles, and yet they have much in common. Like Jeremiah, who faced rejection when he warned that forsaking the faith would open the door to the Babylonian barbarians, publishers often face rejection when they warn that forsaking faith in editors will open the door to commercial disappointment. Maybe it was just a lucky guess, but the Babylonians did overrun Jeremiah's gates.

For many authors and, indeed, many publishers, editors are afterthoughts. They can be expensive. They can destroy the author's voice. They can change a word and ham-hand the author's meaning. They meddle. And they cause more work. Editors are aggravations. Besides, good writing is "good enough," right?

Is that you, oh publisher of too much faith in your own talent? You know enough about grammar, punctuation, spelling, syntax, style and the like to make an editor an extravagance. Or your sister's daughter has a solid B in her English class, and she can do the work on the cheap. Who needs editors? They are just literary witches and familiars.

Well, pride cometh before the fall. And if not pride, then arrogance. Authors and publishers need to be comfortable enough with humility to let go and put the book in the care of someone who isn't so attached to it. A good editor can see things you can't, simply because the editor looks with fresh eyes and is trained to spot ideas that don't flow, tautologies, non sequiturs, and unsupported conclusions. The editor is more likely to catch the gaffes, the jargon, the missing words, and all the other things Old Nick knows you would never notice on your own.

The Pros Will Say No

Perhaps you think you are the exception, that your book doesn't need an editor, it's predestined for success? Perhaps you expect a distributor to see the commercial potential you see and jump at the chance to add you to its congregation? Think again. The owner of one of the major exclusive distributors says, "A poorly edited book will usually not get through the door here." Even if you luck out and your book sneaks through, the staff will delay the

book in order to fix the editing—and this may be after you have paid the printer. He adds, "We usually avoid this problem by not taking the book at all."

This distributor's thoughts are not unique. An executive at another major distributor says, "If we review a book or a group of books that have not been edited or have been badly edited, we reject them." She also says if she thinks a badly edited book has a chance to be successful, she'll send it back and suggest the book be redone. Again, this may happen after you've paid the printer.

Don't expect to get any good publicity, either. One well-known book publicist has told potential clients more than once to have their books edited before she'll work with them. "If it's fiction, an unedited book just won't fly at all. If it is nonfiction primarily for back-of-the-room sales, an unprofessionally done book labels the author as unprofessional. And if I send a poorly done book to media, you can anticipate a less-than-stellar interview." In other words, she's not going to throw good time and money away, and she'll be doing you a favor in the process.

Reviews? Fuggeddaboutit.

Badly edited books don't usually get reviewed at all. And when they do, you might not want to read what the reviewer has to say. The review editor at one of the major trade journals took a break from her busy schedule to tell me that even though they expect to see typos in the galleys, reviewers are not forgiving about sloppy editing (or design). If you don't convince them that your book is serious, you're not going to see a review of it. Period. And one way to convince them a book is not serious is to send a version that needs editorial attention.

Consider yourself blessed if your badly edited book *doesn't* get reviewed. Imagine how you'd feel if *The New York Times* began a review of it with a headline like, "An Assault on Hawaii. On Grammar, Too." That's what it said about *Pearl Harbor*, by William Forstchen and Newt Gingrich. The decent things the reviewer said about the book were lost behind comments such as, "Although the book has two authors, it could have used a third assigned to cleanup patrol," and "The book's war on punctuation is almost as heated as the air assaults it describes."

Forstchen and Gingrich, and especially their publisher, might have known better. A reviewer of one of their previous collaborations, *1945*, wrote: "The prose is unfortunate all the way through. I can see why Gingrich wanted Forstchen's name on the cover as big as his own. If

Bob Goodman, continued

this were being ghost-written for me, I sure wouldn't want anyone to think that I'd done it all by myself." Was it a coincidence that more than four out of every five hardbound copies of *1945* ended up being returned? Or was it a miracle that as many as one out of five remained sold? And if that can happen to household names like Forstchen and Gingrich, think about what can happen to you.

You need good product placement in stores today. Don't count on getting it with a badly edited book, though. One very successful product placement specialist told me she rejects about 60 percent of books that come her way, mostly, she says, because their authors or publishers "are unwilling to spend the necessary editorial time and effort." A major chain buyer once promised her that, on the basis of a book's cover and premise alone, he'd order 4,000 copies for his stores. Then he read the book and reduced the purchase number by 3,500. The placement specialist pointed out that "an editor was the difference between 4,000 and 500."

That book was lucky to get so far into the process. The chains that many publishers would sell their souls to be in are pretty strict about the books they stock. They can afford to be picky. There are waaaaay too many books for them to choose among. Barnes & Noble will not take any books that look or read as unprofessional. A standard paragraph in the rejection letter B&N must send out far too often says, "The production values of the book are not competitive with other books in the marketplace in this category. The book appears not to have been either

professionally designed or edited." You can expect the same reception from Borders, Books-A-Million, and other major booksellers. The chains may refer you to their online bookstores, where it's easier to get your book listed. Or you can try Amazon. But that's no salvation when your own readers can review your book and write things like, "If you like a dry, no-direction book, then go ahead and read it," and "This book doesn't flow," while they go on and on about the "awkward writing style" and "mediocre quality of writing."

Now Hear This

The lesson is clear. You ignore editors at your own risk. If you think you can get away with skipping the editing process, go ahead. Tempt fate. Defy the gods of publishing. Break their commandments. You'll find out if you've been successful on the literary day of judgment, by which time it will be too late to repent.

Robert Goodman is the owner and publisher of Silvercat, a publishing and publishing-services firm in San Diego. He has published 15 books and edited or packaged numerous others for writers and independent publishers across the country. He is the coordinator of the San Diego Book Awards unpublished memoir contest; a co-founder and faculty member of the La Jolla Writers Conference; a founder and past president of Publishers & Writers of San Diego; and a member of the PMA board.

This article appeared originally in the PMA Independent, Vol. 26, No. 2 (February 2008).

Don't Forget Our PWSD Yahoo!Groups

The PWSD Yahoo!Groups is a great way to share ideas, ask questions and network with other PWSD members between meetings. To join, just go to <http://groups.yahoo.com/group/pwpsd> and follow the prompts to join the group. If you don't already have a Yahoo! account, you'll need to set one up, but that's pretty fast and straightforward.

First Call: The 2009 Eric Hoffer Book Award

Each year, independent publishers release extraordinary books to little or no recognition. The Eric Hoffer Book Award recognizes excellence in publishing. A SINGLE REGISTRATION gives you FOUR WAYS TO WIN by genre, press, the Montaigne Medal, and the Hoffer grand prize. Check the listing in *Writer's Market* or visit www.HofferAward.com for submission guidelines.

- Low entrance fee of \$45; Internet payment accepted
- Many categories
- \$1,500 GRAND PRIZE (the Eric Hoffer Award for Books)
- Entry deadline January 15th, 2009

Member News: Gerry Rose Sleeps Outside

Each year Gerry sleeps outside during The Trinity House yearly Sleep Out Saturday for the Homeless Phenomenon, where participants actually sleep outside to raise the awareness of homelessness.

Gerry Rose, owner of INTEGRITY Networking Solutions in Oceanside, California, works with people in business who want to attract the right prospects and generate more referrals.

Gerry has won numerous awards for helping people in communities where he has lived and worked. He personally built three nonprofit networking organizations, one comprising 64 members in a community of 3,400. His book series, *Unlimited Prospects, Unlimited Referrals*, has received outstanding reviews in the business community and is available on his website.

Gerry has been involved with The Trinity House for over two years. A strong advocate for the homeless, Gerry's heart toward the work of The Trinity House led him to donate time and services valued at nearly \$25,000. His professional coaching and networking services to The Trinity House have proven invaluable to their mission and vision. You can contact Gerry at www.integritysd.com.

Three Tips to Get Started in Social Media

If you're raring to go to the social media side, **Nettie Hartsock**, Hartsock Communications, offers these four tips:

1. Do you want to find peers in your arena and link your blog with theirs for more incoming and outgoing traffic? Then hit the site www.blogcarnival.com, and type in some keywords that fit with your content. You'll be amazed at the blogs you'll find to read and add to your blogroll—and the opportunities to make a virtual connection with some very big bloggers.
2. Do you want to know how to write the perfect social media release, which everyone is saying will take the place of the standard flat media release? Social media releases let you add links to videos and podcasts, and are much more dynamic. For everything you need to know about social media releases and some great examples on how to write them, hit this link: <http://www.socialmediarelease.org/>.
3. Are you ready to launch your own podcast radio show? The best place to start is at BlogTalkRadio,

<http://www.blogtalkradio.com>. The site has an amazingly easy system to get you started, but beware: It's addicting! You can use your own landlines or Skype, and the folks at BlogTalkRadio take care of the rest—even doing some added PR around each of the shows. Join the ranks of well-known bloggers like Wayne Hurlbert, or take a listen to Sun Microsystems' Startup Camp radio hour or Dr. Blogstein's Radio Happy Hour (which recently featured an interview with Shirley MacLaine). BlogTalkRadio supports its radio podcast hosts in numerous ways and is one of the easiest places to start.

4. Finally, if you have not registered your blog address with Technorati.com so you too can be one of the over 60 million blogs in the blogosphere that is tracked, do so now! Go to www.technorati.com. Once your blog is registered, you'll be amazed at what synchronistic blog happenings start from there!

Boring but Helpful: Calculating Page Numbers

How do you calculate the number of pages my manuscript will be once it is published as a hardbound book?

The answer to this question depends on the trim size of the book. But just for a baseline, if the finished book is 6 x 9 and you mess around a little with the margins, you can match, almost exactly, the word count on a manuscript page (that being an average of 250). So if your manuscript is 400 pages, so will your bound book.

You can find a pretty accurate finished page count for yourself if you make a copy of your manuscript file in MS Word, then go to File/Page Setup, where you can change the paper size, modify the margins, ask for single spacing and generally goof around to create a mock up of what you envision your finished book will look like.

Once you get it the way you want it, you can send the file to Kinkos or Staples and they'll print out a double sided document for you. For about \$20, enough for a 400 page book (200 sheets), you'll have an impressive mock-up.

It's a great experiment. It won't be identical to professionally formatted text, but it'll be close. It's an excellent practice for rereading and self-editing.

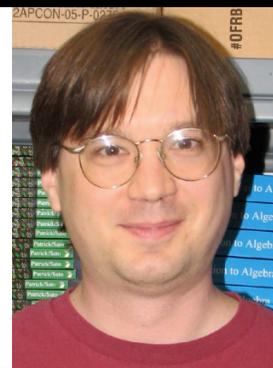
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Q&A

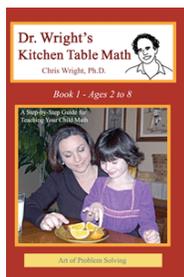
David Patrick

www.artofproblemsolving.com



What is Art of Problem Solving?

What types of books do you publish?

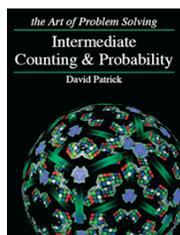
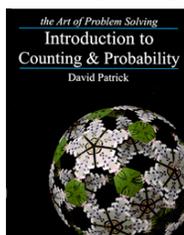


Art of Problem Solving (AoPS) provides mathematics resources for high-performing middle and high school students and their teachers and parents. We believe that we're the largest such website in the English-speaking world; our message board has over 47,000 members and nearly 1.2 million posted messages! And yet we're a young, small company.

Most of our revenue comes from sales of the 8 textbooks that we currently publish. Sales of these textbooks have been very positive. For example, the initial 3,000 print run of our new textbook, *Introduction to Counting & Probability*, sold out within 18 months.

We also publish one book that's quite a bit different from our textbooks: *Dr. Wright's Kitchen Table Math*, by Encinitas resident Chris Wright. It's the first in what we hope is a series of books for younger children.

What do you do at AoPS? What are you working on right now?



I do a little bit of just about everything! My title is CFO, and I sit on the Board of Directors, so I'm very much involved with all major business decisions. I'm also our "publishing guru," which means that I manage all aspects of our textbook publishing, including the book layout, the cover design, dealing with our printer, and all the little details that go into physically producing a book. Last, but certainly not least, I'm a textbook author—I've written two of our textbooks.

Right now I have three main projects: (1) teaching in our Online Classroom to students across the country; (2) directing the USA Mathematical Talent Search, a free nationwide math contest for high school students; and (3) writing a calculus textbook that we hope to publish in 2009.

How do you market and distribute your books?

Most of our sales are directly through our website. We use search-engine advertising (such as Google AdWords) to aggressively market our website. We work with textbook wholesalers such as MBS Textbook Exchange to sell our textbook to schools directly as well.

We also sponsor or partner with organizations that directly reach large numbers of advanced middle and high school math students and teachers, such as MathCounts and the American Mathematics Competitions. And we travel to events such as the annual National Council of Teachers of Mathematics exposition, where in 2008 and again in 2009 I have a speaking slot. I miss a lot of PWSO meetings because I'm on the road!

How has PWSO helped you? What is your role in PWSO?

The diversity of the members and its vast collective experience is such a valuable resource. I've been attending for about 3 years and I remember when the meetings were just 10 or 12 people sitting around a table; the growth is fantastic! The guest experts on website design, Internet marketing, and international sales have been most directly useful to me, but at virtually every meeting I get some good ideas.

The best meetings, in my opinion, are the open Q&A sessions. Seeing members able to help out other members is what PWSO is all about. Also, the idea that "we're all in this together" is very important too; I like to think that the many success stories at PWSO (of which I humbly include myself!) inspire others to get out there and write and/or publish.

As many of you know, I'm also the new webmaster for PWSO. You can contact me for that at webmaster@publisherswriters.org.



Publishers & Writers of San Diego

CLOSING DATE FOR THE NEXT ISSUE IS OCTOBER 3.

Events of Interest

Tuesday, September 16, 7:00 p.m.

Publishers Association of Los Angeles: Advanced Web 2.0 Tools

Dissect the chatter about Facebook, Linked In, Twitter, social media releases and blog directories. Learn how to apply the strategies of Web 2.0 communications with Nettie Hartsock, Hartsock Communications. Nettie works with authors and publishers, fiction and non-fiction. \$5 for PALA members; \$15 for non-members.

Location: Felicia Mahood Senior Center 11338 Santa Monica Blvd., West L.A.

Information: Sharon Goldinger, pplspeak@norcov.com, or 949-581-6190.

Wednesday, September 17th, 11:00 a.m.

IBPA Online Seminar: "Repurposing, Recycling, and Retargeting Your Material," Presented by PAULETTE ENSIGN

Unearth new markets and new revenue that's right under your nose. Whether you have one book or dozens, learn to easily and painlessly turn those pages and ideas into an entire product line. Cost is \$49 for IBPA members and includes the hour-long seminar with participation, three free playbacks and the PowerPoint presentation to keep.

Information and Registration: http://www.ibpa-online.org/custom/publishingUniversityOnline/University_onlinenow09-17.aspx

Saturday, Sept. 27, PUBLISHERS AND WRITERS OF SAN DIEGO

10:00 a.m. Doors Open for Networking

10:30 a.m.–12:00 p.m. Program: Audio & Video Podcasting

12:30 p.m. Organizational Meeting for Carlsbad Fair Booth

Information/registration: www.publisherswriters.org

Location: Encinitas Public Library

Monday, September 29, 6:30 p.m.

The San Diego Writers/Editors Guild Monthly Meeting

Program: Dean Nelson, founder and director of the journalism program at Point Loma Nazarene University in San Diego.

Location: Joyce Beers Community Center in Hillcrest

Information and a map: www.SDWritersGuild.org

Saturday, October 11, 1:30–4:30 p.m.

Seminar: Who Wants to Be a Publisher?

Local author Sally Gary presents a nuts-and-bolts workshop that covers publishing via a publisher, agent, self-publishing, vantage press, e-publishing and print-on-demand. Fee \$29, plus \$5 for Writers Packet.

Information and registration: Grossmont College Community Learning, (619) 660-4350

Saturday, November 1, 2008, 10 a.m.–3 p.m..

Oceanside Library celebration of National Authors' Day. Book-ended by authors' readings, the day will feature a publishing panel addressing key aspects of publishing. Participants will pull expertise from such prominent North County groups as Publishers and Writers of San Diego with its founder, book consultant **DR. ROBERT GOODMAN**, as keynote speaker, marketer **KARLA OLSON** and editor Lois Winsen. Chaired by Elizabeth Yahn Williams.

Location: Oceanside Library Community Room

Registration for a place at an authors' table, qtwoink@sbcglobal.net

Mark the Date: February 15–21, 2009

Publishing at Sea cruise and book marketing workshop aboard a Royal Caribbean ship to Mexico. Speakers: Dr. Judith Briles, Eric Kampmann, Dan Janal, Katherine Carol and Brian Jud. More information to come.

NEXT MEETING

SEPT 27, 2008

Members & Non-Members

Welcome—Register at

www.publisherswriters.org

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