

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

October 2013

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## **Publishers & Writers of San Diego (PWSD)**

is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Library (540 Cornish Drive, Encinitas, CA), or the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas); check meeting information in newsletter for current location.

## **Membership**

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. For information and to RSVP for meetings, visit [www.PublishersWriters.org](http://www.PublishersWriters.org)

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send contributions to Glenna A. Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

If you would like to sign up for a **member profile** in this newsletter, contact Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com)

## *Next Meeting*

**Date:** Saturday, October 26, 2013

**Time:** 10:00 a.m. to 12:00 p.m.

**Location:** Encinitas Community Center  
1140 Oak Crest Park Drive  
Encinitas, California

**Topic:** “How I Created a Dollar Out of Thin Air”

**Presenter:** Ann marie Houghtailing

Writing a book can be a singular event or it can be piece of a larger business. Understanding your book’s role will help you determine how to market your book and create revenue streams.

**Ann marie Houghtailing** will share her story of how she created money, opportunity, and exposure from her book, *How I Created a Dollar Out of Thin Air*.

Here’s what you’ll learn in her presentation:

- How to identify publication goals
- How to create an actionable plan to realize your goals
- What people are really buying when they buy your book



**See you there!**

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**STILL LOOKING FOR A NEW  
CONTENT COORDINATOR!**

**WILL YOU HELP?**

**For more information**

**or to volunteer,**

**Contact Glenna Bloemen at**

**[gab11853@aol.com](mailto:gab11853@aol.com)**



If you plan to attend one of our monthly meetings, please help out and volunteer to write the **recap** for this newsletter.

Contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com).



## By Karla Olson President, Publishers & Writers of San Diego

Thank you, David Wogahn, for a fascinating program in September! For those of you who did not attend, David surveyed over 300 independent publishers about their ebook experiences and shared the results. There were a few surprising discoveries, and you can read all those results for yourself. Just go to his October 8 article, "Self-Publishers Claim Amazon Represents 85% of Their eBook Sales" at <http://www.sellbox.com/self-publishers-claim-amazon-represents-85-ebook-sales/> to read the article and view and/or download the slides.

I also highly recommend David's book, *Successful eBook Publishing*, which is a step-by-step guide to getting your book up on Amazon.

As I announced at the September meeting, Dan Poynter had to cancel for October. We are very disappointed, of course, but he promised he would come speak to us next year.

I'm pleased that Ann marie Houghtailing has stepped in to replace Dan in October. Ann marie is a dynamic and inspiring speaker who you won't want to miss. As well as revving us all up to get on with writing our books, she's going to tell us about her experience recently publishing her book, *How I Created a Dollar Out of Thin Air*. I'm sure she'll have some stellar success tips for launching your own book. Ann marie is terrific; you won't want to miss this program.

The October 26 meeting will be held at the Encinitas Community Center. Remember to always check the website for location.

Note: As you may be aware, PWSD does not meet in November.

**We've set a date for the annual Holiday Party and Book Celebration! It's Friday, December 13, from 6:00 to 8:00 p.m. at the La Costa Valley Club.**

As always, this soiree is FREE, and you are encouraged to bring a copy of your book to display and to bring any friends or acquaintances who are interested in publishing or dream of being an author. We'll serve cocktails and appetizers, and you'll find this party a great way to network and celebrate the season and the accomplishments of 2013. Watch the newsletter and the website for more information, but save the date now so you don't miss out!

As to our meetings in 2014, good things are in store, so stay tuned!

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Did you know you can get broader exposure by being part of the PWSD Member Directory? This is a reminder to all members that you must submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

Membership is only \$37 a year, just as it has been for the last 10 years, and it's one of the best professional deals around! Even if you have joined PWSD recently, you'll still need to sign up for the PWSD mailing list; we don't automatically put you on it. Go to the website and click on "Free PWSD Newsletter," so you don't miss any important information about publishing and upcoming events.



*Read Local*



Fall is coming quickly. Let us know if there is an annual street fair in your neighborhood, and we will look into getting a booth for local authors. Now is the time to start signing up. The only event we have on the calendar right now is the Encinitas Holiday Festival. More on that to come.

Be sure to sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE, and it includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25, and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.



**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)  
and let us know you like us!**



## BOOK REVIEW SHOWCASE

Here we feature book reviews of PWSD members' works. Submit your work to Editor Glenna Bloemen for publication consideration. You can contact her by calling 619-743-5192, emailing [gab11853@aol.com](mailto:gab11853@aol.com), or reaching out to her at any of the monthly meetings. This is a new member benefit you won't want to miss!

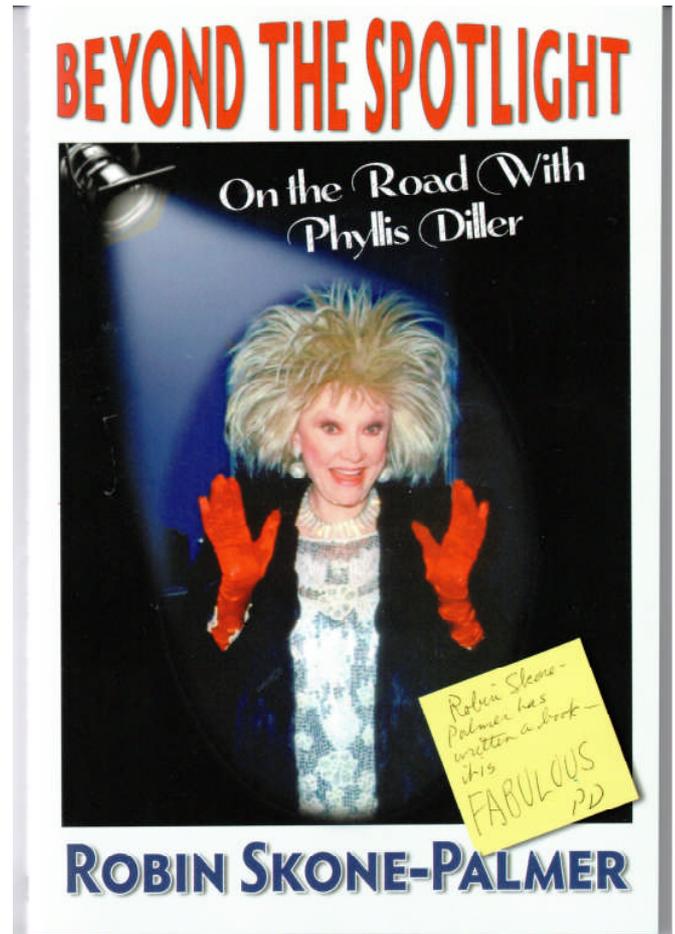
### ***Beyond the Spotlight*** ***On the Road with Phyllis Diller*** **By Robin Skone-Palmer**

Not every author has the opportunity to share a few laughs with one of the great comedians, but Robin Skone-Palmer was privileged to do just that. Robin spent an up-close-and-personal opportunity to write about the life of Phyllis Diller.

In her book, *Beyond the Spotlight: On the Road With Phyllis Diller*, the reader is given the opportunity to see the mundane to the absurd side of a comedian's life. Robin provides a glimpse into the life of a woman whose career and love was to make people laugh. Robin presents the many sides of Phyllis Diller as she tells the story of her antics and adventures while traveling with Ms. Diller and living the Hollywood jet-setter life.

Great reading for feeling good about life.

Published by Wigeon Publishing  
ISBN 978-0-9859728-8-2.  
Suggested retail price: \$16.95



# Aerbook Maker, Kwik Help E-Books Come Alive with Multimedia

By Carla King

*Reprinted with Permission*

In the two years since I wrote a “[A Self-Publisher’s Primer to Enhanced E-Books and Book Apps](#),” the development of user-friendly tools for authors to build rich-media books has boomed. [Aerbook Maker](#) and [Kwik](#) are two easy-to-use tools for authors of graphically rich enhanced e-books and apps. [Mimetic Books](#) is developing a tool for photographers and artists. The founders demonstrated these Corona-backed tools at the last meeting of the Palo Alto, California, [Corona SDK Meetup Group](#) titled “Bringing Stories to Life—eBook Development with Corona SDK.”

Before I go into more detail, it’s worth noting that these are really today’s only options for authors who are not programmers to easily create picture books and games. Aerbook Maker is a browser-based, drag-and-drop tool that works much like presentation applications like Keynote and PowerPoint. Kwik is a plug-in that extends Photoshop CS5 to create pages of a book and even animations. Mimetic is at work on a plug-in to Adobe InDesign.

## AERBOOK MAKER

Aerbook Maker was founded by Ron Martinez, an inventor with a [long resume](#) including the impressive title of vice president, Intellectual Property Innovation for Yahoo. He was there to demonstrate Aerbook Maker, talk about an upcoming Corona partnership, and give a sneak peak of projects in the pipeline.

If you’re writing an illustrated children’s book, a book of photography, art, or any other heavily graphic book, Aerbook Maker is for you. Martinez demonstrated how easy it is to drag and drop your files into a window in the web browser. You can drop in photos, audio, video, text boxes, scene animation, and interactivity, then rearrange them and apply styles, colors, and frames.

When you’re done, export your content to all the major e-book formats—to HTML5 for viewing on the web—and soon you’ll be able to print.

A built-in social media feature lets readers share any page of your book on Twitter, Facebook, and other networks. Like Kwik and many other tools for authors, Aerbook is evolving, and though books are not fully or officially supported until iOS 6, your book will probably already work on the iPad today.

The tool is cloud-based, so whether you’re just one author, or partnering with a designer or an entire team, the project is scalable and centrally available.

Aerbook Maker’s pricing structure is based on export credits at \$29 each or \$99 for five exports. This removes the Aerbook watermark and generates a final version to download directly to devices and place with e-book retailers. Their services include book and app distribution, and they will help you build your book for a reasonable fee.



*Ron Martinez*

## KWIK PHOTOSHOP PLUGIN

**Kwik** is now in release 2.0, and founder Alex Souza showed off some impressive cross-platform e-books: “Fire Cupid” (featured in the *Wall Street Journal*, *TIME*, the *Washington Times* and others), Frederick “Spin” (which soared to the No. 2 e-book in the Dutch App Store), and “Sparky the Shark” (a beloved, award-winning children’s tale).

Kwik’s capabilities allow much more than creation of a simple color book. You can add audio, sound effects, buttons, timers, actions, drag and drop objects, linear animation, sprite sheets, movie clips, even path animation. Children’s book authors will be interested in the ability to sync audio to text so that the words are highlighted during playback. If you have items for sale in the iTunes App Store or Google Play, you can insert in-app purchases. Output your book to a universal app or iPad, iPhone, Kindle Fire, Nook Color or other Android device.



Alex Souza

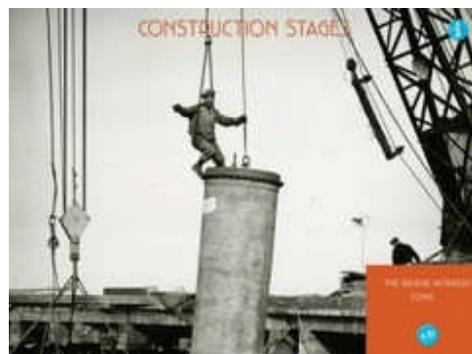
Kwik’s creator, Alex Souza, holds a Master’s degree in Digital Design. In 1995, he was the first developer of a Shockwave game in his native Brazil, and in 2000 was a runner-up for the iBest Top 3 award, Brazil’s most important Internet award. Later he worked for IBM and Microsoft, creating applications and marketing Microsoft Office, Expressions, and Silverlight.

“There are too many updates to 2.0 to list, but physics is a major thing in the new version,” said Souza, “so the game-making capabilities have improved.” Kwik 2 costs \$249.99 for a new license and \$149.99 for an upgrade, but at launch. Look for it in late September [2013] and get introductory pricing at \$199.99 and \$99.99. The free trial version will allow you to export up to four project pages. For ideas on what can be done with Kwik, take a look at their [showcase](#).

## MIMETIC BOOKS

Photojournalist David Gross of Mimetic Books presented some of his recent e-books, including App of the Week winner, “[A Wild Flight of the Imagination: The Story of the Golden Gate Bridge](#),” a project he put together for its 75th anniversary. The free e-book weaves interactive photographs, artwork, letters, and newspaper clippings together with music, audio recordings, and video.

Gross is a photographer who can code, and he invented his own way of importing his projects directly from Adobe InDesign (the tool that book designers use) and exporting the results to XML. Gross says that [Mimetic Books](#) plans to offer an InDesign plugin so that photographers and artists can create books to publish to the iPad and Nook. In the meantime, they do it for you. You choose from a number of designs, then send Mimetic the picture files. They can create a chapter from a properly captioned collection of photos in Lightroom or from captioned JPEG pictures. Or you can hire them to do full-service graphic design, photo-editing, copywriting, editing, animation, and custom programming.



Gross said that as well as using InDesign, “I am working on ways of using Google Apps, WordPress, and a custom browser-based editor to create books. As well, I am investigating whether Kwik can create plugins for books—Kwik excels in making complex animations, so why should I?”

Regarding pricing, Gross said, “I was offering book apps starting at \$850, but I found that clients did not have enough experience in graphic design to deliver 100% complete materials. The extra work I have to do to prepare clients’ pictures, sound, and video, and the multiple changes clients make during the creation of the book, I have found a book project generally costs between \$5,000 and \$15,000. In addition, custom ‘interactive’ pages also raise the price. But, I can produce a basic book app relatively cheaply using my system.”

Mimetic plans to have some products ready to go near the end of October.

By now, you might be wondering, so what’s an e-book and what’s an app? Yes. The lines are blurring as content becomes portable among a variety of devices.

“Book apps are different from e-books,” Gross explained. “E-books are data files which are displayed with readers. EPUB is one of the best-known data file formats designed for books of text (not fixed-format). A ‘book app’ is an app—a stand-alone program—that is a book. It’s a weird idea, actually, a temporary effect of the state of publishing software and the market. In a rational world, it wouldn’t exist, and I don’t expect such things to exist in few years. Instead, we will have a few e-book file formats that the different devices can read and display.”

## WHY THE CORONA SDK?



*David Rangel, COO  
of Corona Labs*

If you’re geeky enough to know that SDK stands for Software Development Kit, you might be interested in the reasons these e-book and app platform developers chose the [Corona SDK](#) to power Aerbook Maker and Kwik export-to-app capabilities. They pointed me to David Rangel, COO of Corona Labs, to provide details, and here’s what he told me.

“Corona integrates a number of advanced technologies such as OpenGL (widely adopted 2D and 3D graphics API), Box2D (a 2D physics engine for games), physics, and more, to allow developers to create great mobile content,” Rangel said. “If e-book platforms wanted to replicate these features on their own, it would take them loads of development time and expertise. By building to Corona SDK, they save a great deal of time and get to take advantage of our platform’s offerings.”

Adding to the previous point, Rangel said, “Corona allows developers to build apps for both iOS and Android, from a single code base. If e-book platforms want to support both of these operating systems, they would need to spend a lot of time and energy, building in that support. As we add in more features and platform support for Corona SDK, Kwik and Aerbook Maker automatically reap the benefits.”

Designers and illustrators are attracted to the SDK’s core engine because of its popularity in the mobile space. Kwik and Aerbook Maker provide the added advantage of allowing e-book authors to create impressive content without the need for code.

## WATCH THE YOUTUBE VIDEO

The folks at Corona Labs recorded the event.

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*Carla King is an author, a publishing consultant, and founder of the [Self-Publishing Boot Camp](#) program providing books, lectures and workshops for prospective self-publishers. She has self-published since 1994 and has worked in multimedia since 1996. Find her workshop schedule and buy the Self-Publishing Boot Camp Guide for Authors on [SelfPubBootCamp.com](#).*





**Brian M. Gilb, President,  
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Carlsbad, California

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[www.SocialPublishingHouse.com](http://www.SocialPublishingHouse.com)

**PWM: In what aspect of publishing or writing are you involved or interested?**

**Brian:** I am involved with the publishing aspect of writing. Although I am an avid reader and writer myself, I find that helping others improve their work brings me even more happiness. Reading great work and helping to get the word out is my absolute joy.

**PWM: What first attracted you to publishing?**

**Brian:** After working on my own novel, I started to investigating options for publishing my work. As a Marine who was close to concluding my active duty service, I thought it would be ideal for me to make a living as a writer. Seeing the dire state of the industry, though, I then decided instead to create a solution to the problem. The feeling of helping *others* make a living doing what they love ultimately drove me to want to become a publisher.

**PWM: Did you previously have related experience in this area?**

**Brian:** Other than doing personal writing of my own, I have none. This was a concern of many when I said I wanted to start a publishing company. To quell the concern, I pointed to my ability as a Logistics Officer for the Marines. The crux of my job was to bring resources and people together at the right place at the right time. I translated this skill into publishing by creating a platform online for writers to meet editors of similar strengths and interests. From here, my company assists them with guidance and tools for them to succeed.



**PWM: How long have you been a member of PWSD, and what role has the organization played in your success?**

**Brian:** I have been a member of PWSD for 5 months. Thanks to my membership, I have met several successful authors and been introduced to several new writing events. All of these have contributed to helping my business develop and have motivated me to write every day.

**PWM: What are you working on now?**

**Brian:** My main focus for writing is an action adventure short story series called “Diary About a Sleepwalker.” Each short story follows two young bartenders who live together, one of whom sleepwalks after their long overnight shifts. The following morning both characters must deal with the unexpected remnants of these sleepwalking adventures that are found in their living room.

Besides my writing, my other main focus is getting my publishing company, Social Publishing House, off the ground. The company has been in the development stage for 6 months and is just now moving into a fully operational state.

**PWM: What guidance or lessons learned can you offer the members?**

**Brian:** Writing a book is similar to starting your own business. In order to succeed, you have to have a plan before you even write chapter one. That plan has to address not only what the book is about and how to write it, but what your platform is going to be, who your audience is, what niche you’ll spread it to, and, most importantly, what your goal is. Many people just want to write; they don’t want to worry about selling their book. But no matter if you are traditionally published or independently published, you have to have a plan for your book while you write it and after.



## Special Signing and Halloween Party (Kids Welcome!) to launch

### *The Blue Witch Who Dared to Be Different*

A Children's Book by Lora Crommett

Saturday, October 26, 4:00 p.m.

A special book launch and Halloween party will be held at The Grand Tea Room, located at 145 West Grand Avenue, Escondido. Kids are invited to come in their costume, and they will be surprised when The Blue Witch joins the fun for face painting and prizes. Phone the Grand Tea Room for reservations at 760-233-9500. Author and teacher Lora Crommett is always pursuing the magic of words. For additional event information, contact her by email ([llecrom@roadrunner.com](mailto:llecrom@roadrunner.com)) or by phone (760-471-8810).



## “Make Money with Your Ebook”

### A Two-Part Live Workshop from The Ebook Academy

Friday, November 8, 2013 (see details for specific times)

Did you know that Amazon is selling more ebooks than print books? Now's the time to write your ebook! If you're a business owner, retiree, coach, consultant, speaker, trainer, or simply have a great idea for an ebook, come discover what ebooks are about, why you should write one, and a proven system to get your ebook written and sold quickly. Whether for pleasure, profit, or promotion, the rewards of writing an ebook include sharing your great ideas, establishing yourself as an expert, building your brand, offering a solution to help others, starting/growing a business, and, of course, generating income!

Join this information-packed interactive two-part workshop where you'll discover how to choose the best subject, find your hungry market, formulate the design and outline, gather and create content, and publish and successfully promote your ebook.

Come listen and learn from publishing and writing veterans, Andrea Glass and Bruce Fischer of The Ebook Academy, as well as two special guest speakers: branding expert Liz Goodgold on “Winning Book Titles” and Jennifer Butler on “Creating Your Online Presence.”

Invest in a half day or whole day learning how you too can profit from writing, publishing, and promoting your own ebook. Choose one or both segments of this two-part workshop: Part 1, “Write & Publish,” takes place from 9:00 to 11:30 a.m.; Part 2, “Promote & Profit,” takes place from 12:30 to 3:00 p.m. Registration is \$79 for either session or \$139 for both sessions, and all registrations include the networking lunch from 11:30 a.m. to 12:30 p.m. In addition, a VIP upgrade is available for only \$97, which includes a 90-minute coaching session on writing, publishing, and/or marketing. Space is limited to the first 30 people at this central San Diego location. For more information or to register, go to <http://www.theebookacademy.com/courses110813/>.



## Membership Directory Update

**Attention PWSD Members:** Have you updated your Member Directory profile yet to make it more robust? You now have the opportunity to upgrade your photo to color, if it isn't already, and to expand your profile description if you wish, including social media links, contact info, book-cover images and descriptions, and more! Check out <http://publisherswriters.org/member-information/pwsw-site-inf/> where not only will you find more details on how to expand your listing, but you'll find a discreet link in the first paragraph to Jennifer Thompson's slides from a presentation she made to PWSD.



## Welcome, New and Returning PWSD Members!

Congratulations on joining Publishers and Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing! You have made a wise investment. While there are many benefits to being a member of PWSD, you'll need to take the following two steps to optimize your membership:

1. Subscribe to PWSD at [www.PublishersWriters.org](http://www.PublishersWriters.org). This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
2. Enjoy a spot in the Membership Directory with PWSD. Go to [www.PublishersWriters.org](http://www.PublishersWriters.org) to promote your business by sending your JPG photo, brief contact information, and an expanded description to [Webmaster@PublishersWriters.org](mailto:Webmaster@PublishersWriters.org). (See preceding announcement.)

You'll also enjoy these additional benefits of membership:

- Monthly meetings, held the first 10 months of the year (usually on the last Saturday), that offer educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- Our monthly electronic newsletter, *Publishers & Writers Monthly*, containing information about local, regional, and national publishing activities, including news regarding your annual holiday social event that provides a time to socialize with members and new prospects;
- Discounts on national membership dues for Independent Book Publishers Association ([www.ibpa-online.org](http://www.ibpa-online.org)), Small Publishers Association of North America ([www.spannet.org](http://www.spannet.org)), and Small Publishers, Artists, and Writers Network ([www.spawn.org](http://www.spawn.org));
- An opportunity to stay in touch with other members by signing up for the PWSD YahooGroup ([www.groups.yahoo.com](http://www.groups.yahoo.com)—type PWSD in the group search box); and
- Regional collaborative marketing efforts.

Let us know if you have any questions or comments about your membership with PWSD, or any ideas to improve upon our mission. Again, welcome to PWSD.

**Karla Olson, President, PWSD**  
**Jeniffer Thompson, Web Design, PWSD**



## The La Jolla Writers Conference

Friday through Sunday, November 1–3, 2013  
Paradise Point Resort & Spa, San Diego, CA

Conference registration is limited to the first 200 attendees, so register early for 2013! Military and group discounts are available. Full conference fee includes the following:

- Access to all Workshop & Lecture Classes
- Friday Night Cocktail Reception & Keynote Address
- Saturday Afternoon Lunch & Keynote Address
- Saturday Night Cocktail Hour & Author Signing
- Saturday Evening Dinner & Keynote Address

Registration cost is \$385.00; lodging not included. Go to <http://www.lajollawritersconference.com/> for details.



## San Diego Public Library

### 48<sup>th</sup> Annual Local Author Exhibit, Entire Month of February 2014

Deadline for Submitting Books: Friday, December 13, 2013

The San Diego Public Library's 48th Annual Local Author Exhibit is nearing and the Library is inviting its resident authors to submit their books. If your book was originally published in 2013, the San Diego Public Library would like to display it in the exhibit, which will run the entire month of February 2014 in the lobby of the beautiful new Central Library. For information and to register for this event, please visit the [San Diego Local Author](#) webpage (also accessible from the San Diego Public Library's website, [www.sandiegolibrary.org](http://www.sandiegolibrary.org) under the Programs & Events tab). Then mail your book(s) to: San Diego Public Library, Attn: Rachel Esguerra, 330 Park Boulevard, San Diego, CA 92101-7416. Authors submitting hardcopy books will not receive e-mail confirmation until *both* the registration and books are received and processed. Authors submitting eBooks must register first to receive an email confirmation with information on how to submit an image of your book cover for display purposes. Be sure to register and submit your book(s) before the December 13 deadline. **All submissions to the Local Author Exhibit become gifts to the San Diego Public Library for possible inclusion in the collection.** When your items are received, you will be sent an acknowledgement and information regarding an exclusive exhibit preview and reception, a great networking opportunity.



## SDSU Writers' Conference—30<sup>th</sup> Anniversary Celebration

Friday through Sunday, January 24–26, 2014  
Doubletree Hotel–Mission Valley, San Diego

Dream of seeing your books in the hands of readers? Are you are a writer of young adult, fantasy, historical fiction, mystery, nonfiction, thriller, suspense, or another genre? The SDSU Writers' Conference is for you! Plan to attend the best writers' conference in the nation. Here's what to expect:

- Networking opportunities with publishing professionals
- Knowledge share from top editors, agents, and authors
- On-the-spot critique sessions
- Conference Choice Awards
- A 30th Anniversary celebration with surprise guests

Questions? Contact [sdsuwritersconference@mail.sdsu.edu](mailto:sdsuwritersconference@mail.sdsu.edu).



**Southern California Writers' Conference**  
**Friday through Monday, February 14–17, 2014**  
**San Diego, CA**

Any number of how-to books combined may not give a writer the one priceless bit of clarity that can make the difference between being published or not. Rejection by an editor or agent seldom yields the reason a manuscript doesn't grab them, and it almost never reveals how the manuscript can be fixed to ensure that it ever will be accepted.

Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated some \$4 million worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work.

And since the surroundings afford it—and SCWC certainly encourages it—plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level.

So whether you're a writer just starting out, a writer unable to determine why your work's not working, a writer simply in search of some answers, a writer wanting feedback on what you've written, or just a writer who wants to hang with other writers, do yourself a favor and join your fellow writers for the 28th Annual Southern California Writers' Conference (and Retreat).

Your words are worth it! Cost: \$425.00. <http://www.writersconference.com/>



*If you hear of an event or discover a valuable resource for publishers or writers, please send it to [gab11853@aol.com](mailto:gab11853@aol.com) by the 1st of the month.*

*From the Editor*

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of [www.PublishersWriters.org](http://www.PublishersWriters.org) for membership information, and visit the home page to sign up for this newsletter.

**The closing date for newsletter contributions is the 1st day of each month.** Send your contributions to [gab11853@aol.com](mailto:gab11853@aol.com).

Would you like to appear in the newsletter's **member profile**? Contact Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com).

Would you like to help out by taking notes at one of our monthly meetings and then **writing up the meeting recap** for the next newsletter? If so, contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com). We're looking for one volunteer a month so we can have each meeting covered.

**Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing Community!**

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