

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

April 2015

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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community, with new chapters forming in other parts of Southern California, too. 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 Community Center (1140 Oak Crest Park Drive, Encinitas), or the Encinitas Library (540 Cornish Drive, Encinitas, CA); check meeting information in newsletter for current location.

## **Membership**

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. 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 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 Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.com).

**Date:** Saturday, April 25, 2015

**Time:** 10:00 a.m. – 12:00 Noon

**Location:** Encinitas Community and Senior Center  
1140 Oak Crest Park Drive  
Encinitas, CA 92024

**Topic:** Media Coverage for Your Book

**Speaker:** Jennifer Coburn

Jennifer Coburn will share her success secrets for getting media coverage for you and your book. Learn how to promote your sales by using press releases and other media forms.

Jennifer Coburn is a *USA Today* bestselling author of six novels and contributor to four literary anthologies. Over the past two decades, Coburn has received numerous awards from the Press Club

and Society for Professional Journalists for articles that appeared in *Mothering*, *Big Apple Baby*, *The Miami Herald*, *The San Diego Union-Tribune*, and dozens of national and regional publications. She has also written for *Salon.com*, *Creators News Syndicate*, and *The Huffington Post*.

Coburn lives in San Diego with her husband, William, and their daughter, Katie. *We'll Always Have Paris* is her first memoir.



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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**

If you've been listening, you've heard both Mark Coker from SmashWords and Keith Ogorek from Author Solutions say that a short book trailer is one of the best ways to market your book on the Web. That's why we asked Barbra Drizin of [SocialMediaEducators.com](http://SocialMediaEducators.com) to walk us, step-by-step, through how to make a book trailer on [Animoto.com](http://Animoto.com). Barbra showed us that this user-friendly website allows you to pick a template and populate it with photos and captions, pick music, and—in no time—create a book trailer. No need to spend thousands of dollars or hours of time. And with a little planning, the trailers are ready to show and tremendously effective. Thank you, Barbra, for your tutelage!

There's been so much going on this month. First of all, we had the inaugural meeting of Publishers and Writers of Orange County on April 4. We had a great turnout—packed the room! I led a friendly conversation about the state of publishing today for independent authors and publishers and answered lots of questions, and we shared our collective knowledge and experience. I think this group is off to a great start! If you live in Orange County, spread the word and it will only get better and better. Next meeting is May 2. The speaker is PJ Adams, who has published a number of titles in the past couple of years, and will give us her best hints and tips. Find out more about this meeting on page 5 of this issue; find out more about PWOC or RSVP at [www.publisherswritersorangecounty.org](http://www.publisherswritersorangecounty.org).

I, along with PWSD/PWOC members Ken Zak, Sonia Marsh, Janet Larson, Marta Zarella, Leann Garmes, Jeniffer Thompson, and our scholarship recipient Brian Gahran, just got back from Publishing University in Austin. It isn't confirmed, but I'm guessing we had the most members from any affiliate in the country. At over 280 in attendance, the conference was oversold. And it was terrific: insightful keynotes, great breakouts, and lots and lots of networking and expert advice. The energy was the most positive I've experienced in years. *Publishers Weekly* even covered the event, which is a terrific nod to the growing power and credibility of independent publishing. Here's the link: [www.publishersweekly.com/pw/by-topic/industry-news/trade-shows-events/article/66234-ibpa-university-a-sell-out.html](http://www.publishersweekly.com/pw/by-topic/industry-news/trade-shows-events/article/66234-ibpa-university-a-sell-out.html). If you haven't gone yet, you really should think about attending this terrific conference.

Our next meeting is Jennifer Coburn, who will share her success secrets for getting media coverage for you and your book. This meeting will be at the Encinitas Community Center.

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In May, have all your legal questions answered by publishing law expert Jonathan Kirsch. In the future we have Robin Cutler from Ingram Spark (lots of buzz at Publishing University about the new programs offered by IngramSpark), Marika Flatt from PR by the Book, and Kim Anderson from the social reading site, The Reading Room. And believe it or not, there are even more exciting programs in the works.

As you all know, securing a space for our ever-growing meetings is one of our biggest challenges. Because of this, we've raised our yearly dues to \$47 per year. This is still one of the most economical memberships available, and our members' meeting fee will stay the same—and if you choose to attend, when you join, you are a member of PWOC as well as PWSD.

As I said, there's lots of exciting energy in 2015!

I'd like to remind all members to 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 not sure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.



**“PWSD Likes Facebook!”**

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

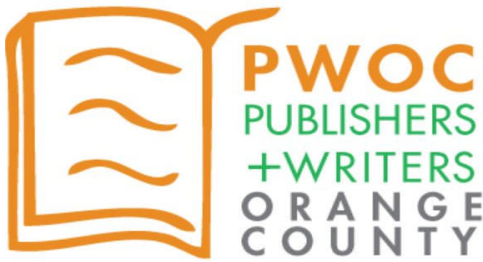


*Read Local*



The next Read Local event, the Encinitas Street Fair on April 26, is sold out. Be sure you are on the Read Local mailing list so you will be one of the first to hear about any upcoming events. Go to [www.readlocal.org](http://www.readlocal.org) to sign up.

Please visit [www.readlocal.org](http://www.readlocal.org) to find out more about our author marketing coalition, Read Local. While you are there, 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, 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 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.



[www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org)

## IN THE OC OR VICINITY?

Come Join Us on the  
First Saturday of Each Month!

10:00 a.m. to 12:30 p.m.

Rotary Room, City of Orange Library\*  
300 E. Chapman Ave., Orange, CA 92866  
714-744-2225

*\*Always check the meeting announcement  
or website to confirm the location.*

Many thanks to Jan Kingaard for generously sharing her time and marketing/PR expertise to launch Publishers & Writers of Orange County. Her targeted efforts really paid off, as our April 4 inaugural meeting drew a whopping 21 attendees—and a third of them joined the organization on the spot!

Presenter Karla Olson, President of PWSD and Read Local, did a fine job of interpreting statistics and publishing-industry trends while conducting an interactive discussion about the opportunities available to indie publishers and traditionally published authors. Enthusiasm was everywhere as attendees exchanged great ideas before, during, and following the meeting and made valuable strategic connections with one another to help assure their writing, publishing, and marketing success.

Please tell your writing and publishing friends in the area that we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org) and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for more details. Other questions about PWOC? Email Jan Kingaard at [jank3345@aol.com](mailto:jank3345@aol.com).

**Worth remembering:** As a PWSD or PWOC member, you can attend any chapter functions at member rates!

## Come to Our Next Meeting!

Saturday, May 2, 2015, 10:00 a.m. to 12:30 p.m.

**Boosting Your Book IQ: Maximizing Your Publishing  
Efforts Through Savvy Planning and Targeted  
Promotion**

*Presented by PJ Adams*



**PJ Adams**, family therapist, author, and former publishing executive, will speak about increasing your chances of publishing success with a well-thought-out approach to targeting, crafting, and marketing your book. PJ will talk about working with Amazon for book titles, cover design, and niche marketing approaches using key words and categories. She'll also shed some light on navigating KDP (Kindle Direct Publishing) for ebooks and ebook marketing. Finally she will demonstrate how Twitter and Facebook, as well as blogs and Amazon's Author Central, work to create an integrated marketing presence for increasing your book sales and website traffic.

**PJ's titles, published by Meandering Trail Media, include the Intoxicating Travel Series, with key titles Intoxicating Southern France and Intoxicating Paris topping various Amazon best-seller lists. Her other titles are the self-help book, Daughter Wisdom, and her popular thriller, Freud's Revenge.**



# The Bread Crumbs That Lead Readers to You!

## Jeniffer Thompson

Most authors don't really want to talk about themselves, but it's one of those uncomfortable realities of the biz. You sell more books when you successfully promote you—the author. And fans really do want to know more about you as they await the release of your next book.

So how do you nurture that? Write a good book—obviously. But what else? Be interesting—of course. What else? Craft a delicious pitch! A good pitch is what makes you interesting to the media, and that's what gets you publicity, and guess what? Publicity gets you fans.

When was the last time you updated your press room?

Sadly, many authors don't really know why they have a website, let alone a press room.

Think of your website as your home base. Each online article or mention of you is like a breadcrumb that leads readers back to your site—your website is your home turf and your chance to really connect with your readers.

I recommend adding new press releases and story ideas (pitches) to your press room at least once per month. Always be on the lookout for good ways to get yourself out there.

Media professionals are constantly looking for content—why not give it to them? With the advent of the Internet, we authors can make their jobs that much easier. The truth is, all content you place on your website is searchable and will help drive traffic to your site. So the more content you have, the more likely is your audience, and perhaps the press, to find you.

Crafting a valuable pitch is perhaps the hard part, and not every idea will get picked up—but when it does, it makes it all worth it. You might consider adding pitch writing to your marketing budget.

Enter Jennifer Coburn. Ms. Coburn will be speaking to PWSD on April 25 about the power of the media and to capitalize on that power. She'll be talking about how to write a good pitch, and how to pitch that pitch! She's shared with us the article on the next page, with strategies on how to beef up your press room and get more media attention!

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*Jeniffer Thompson is the founder and Director of Monkey C Media, an author services design house that specializes in author websites, branding, and book cover design. We brand authors! Visit us at [MonkeyCMedia.com](http://MonkeyCMedia.com).*





# Strategies to Get More Media Attention

## Jennifer Coburn

If you're the kind of author who imagined a reclusive life like J.D. Salinger, I've got some bad news. Today's readers not only want to interact with authors, they expect writers to be accessible.

The good news is that increased interaction with readers typically results in more sales. Readers who feel connected with an author are far more likely to want to support their work.

If you're the type of writer who loves getting out there in front of TV cameras, doing magazine interviews, and gabbing on the radio, you're in luck. All your media work can have a second life when you post it on social media.

As an author and book publicist, I am always on the lookout for new media to discuss books. I've seen first-hand how a well-placed article can spike book sales. The week I placed an essay in *The Washington Post* about my aunt's lost diaries, and I had my third highest sales week in 40 weeks since my book's release.

I'm a big believer in the power of earned media, but there is also a cost. It takes time to pitch and place stories *and* assist reporters and bloggers in their coverage. Of course, these are good problems to have, but following are a few tips for setting up your press page on your website so you can offer stellar service to reporters while focusing on what you love most—writing!

### Have a press resource page that offers:

- **Captioned photos**—yes, you want to offer the standard mug shot that's probably featured on your book jacket, but offer a few fun action shots as well, if appropriate.
- **Frequently asked questions**—every interviewer is going to want to ask their own, original questions, but you can save a lot of time by offering answers to the questions you *always* get. You know the ones: How did you get the idea for your book? What type of research did you do? When did you know you wanted to be a writer?

The FAQ section also provides the opportunity for you to **add anecdotes you want to share**. You know, those stories that always do well during interviews. Include them in the form of an answer to a question, for example, "What was the greatest lesson you learned in writing this book?" "Which was your favorite city you visited?"

- **Topics you can write about**—your media outreach doesn't have to be all about your book. Are you an expert in (or passionate about) tangentially related issues? Offer a list of topics you can discuss. For example, I am absolutely passionate about limiting advertising to children. I believe that consumerism and materialism have very real deleterious effects on children, so I've written about the importance of valuing experience over things. Yes, it is somewhat ironic that I use these articles to market my book about mother-daughter travel, but I am *always* addressing adults, who can make an informed decision about whether or not they want to read my book.
- **Sample articles**—media begets media. First and foremost, post your articles on your [media page](#) so others can read them. But also, they will let reporters and bloggers know you're legit and can give a good interview.

As with all things, remember, this doesn't all have to be done today. I must sheepishly admit that I have yet to complete the FAQ section and list of topics I can discuss on my own media page. Take it one step at a time and start with [photos](#). Then move on to the others.

When I work with authors, we discuss dozens of ideas to help generate buzz about their book. Then we zero in on the few strategies they *can* do in six weeks, and focus on those. Step by step, we can get there.

*Jennifer Coburn is the author of We'll Always Have Paris, (Sourcebooks, 2014), which is in its sixth printing.*



## Paula Shaw Pathways to Higher Energy

Encinitas, California  
(626) 864-0756

[pshawlight@gmail.com](mailto:pshawlight@gmail.com)  
[www.PaulaShaw.com](http://www.PaulaShaw.com)

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

**Paula:** I am an Author. I currently have a book out called *Chakras, The Magnificent Seven*, and am about to release a new book about productive ways to move through loss, called *"When Will This Pain Ever End?" Finding Your Way Out of the Pit of Despair After Suffering Profound Grief and Loss*.

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

**Paula:** For my "day job," I am an Energy Psychology Counseling Specialist. I help people clear their blocks to success in all areas of their lives, using the elegant, rapidly working tools of Energy Psychology. These methods create measurable change without a *20-year investment on the couch*.

**PWM:** Did you previously have any related experience in writing?

**Paula:** I first began writing short pieces or articles on certain subjects for my clients because I couldn't find anything already written that had my perspective on Loss and Energy Work. I had no prior experience in writing when I first began, except that an astrologer told me that I had great writing ability and I did win a national essay contest in high school for a piece I wrote on the person I most admired...it was Eleanor Roosevelt.

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

**Paula:** I have been a member of PWSD for two and one half years. I find the speakers and the wealth of talent we have in the group a wonderful asset. I have learned so much about independent publishing, and have been saved many hours of time and money, through the information I have gathered there.

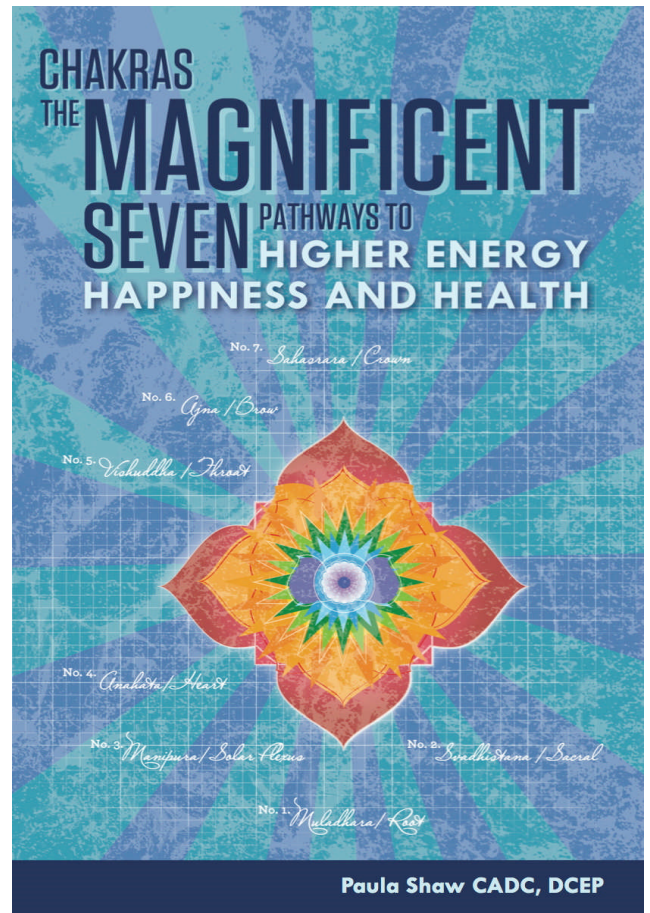
**PWM:** What are you working on now?

**Paula:** I am in the final stages of preparing the new book for release. It is with its first editor, then there will be a second, and finally a book formatter. I have been working on blogging, tweeting, and posting to try to build my online platform to increase visibility for the book, once launched.

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

**Paula:** There is probably nothing I could tell the seasoned veterans of our membership that they don't already know, but I'll share a few things that I have learned along the way.

1. Don't be afraid to ask for help. Nobody knows everything.
2. Don't give up. My current book has been a work in progress for 3 years.
3. When your blocks come up—and they will—clear them and don't think it's a sign that you shouldn't go forward. (Helping people do this is what I do professionally, and I have certainly had to practice what I preach, many a time.)
4. Follow your heart and your gut on stuff like title, book cover, text about the book, etc. I'm not saying to ignore professional advice, but ultimately it's your book and you need to be pleased with it.
5. Give yourself plenty of time. Everything takes longer than you think; and you don't want to rush through important steps and eventually be unhappy with the end product.
6. Plan your marketing strategy carefully. Without that, all that you have done might go unseen.
7. Enjoy every bit of the process. Life is in session and you have bitten off a big chunk in deciding to write a book. Out of the millions of people that live on this planet, how many ever write a book? It's a huge undertaking and it haunts you until it's finished, so enjoy the journey.





## 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/pwsd-website-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 Jeniffer 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 Jeniffer Thompson at [j@monkeycmedia.com](mailto:j@monkeycmedia.com). (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);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate!**  
That's a \$10 savings over the non-member meeting rate of \$20!

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**



**Welcome to Lisa Nordquist,  
PWSD's new Social Media Liaison!**

Look for her photography on Facebook and elsewhere,  
and check us out on Facebook  
for updates and lots of information  
about the publishing world!

**“PWSD Likes Facebook!”**

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



# San Diego Writers, Ink



## April Is National Poetry Month, and San Diego Writers, Ink Is Celebrating All Month Long!

Contact Janene Roberts, Marketing & Outreach Coordinator (858) 759-2779, [marketing@sandiegowriters.org](mailto:marketing@sandiegowriters.org).

According to [poets.org](http://poets.org), National Poetry Month “is the largest literary celebration in the world, with tens of millions of readers, students, K–12 teachers, librarians, booksellers, literary events curators, publishers, bloggers, and, of course, poets marking poetry’s important place in our culture and our lives.”

The Academy of American Poets founded National Poetry Month in April 1996.

San Diego Writers, Ink is celebrating the month by offering poetry read-and-critique groups, workshops, and readings. Many of our members and instructors have won awards for their poetry, most notably Steve Kowit, whose honors include the National Endowment Fellowship in Poetry, two Pushcart Prizes, the *Atlanta Review* Poetry Prize, the Ouroboros Book Award, the 2006 *Tampa Review* Poetry Prize, and most recently the San Diego Theodore Geisel Award. His collection of poems, *The Dumbbell Nebula*, was a *San Francisco Chronicle*’s Notable Book of the Year.

During Poetry Month, plan on attending these events at the InkSpot, located at NTC Liberty Station.

- **The List Poem** Beginning with Artist Manifesto, Sunday, April 12, 2015 with Emily Vizzo at the Ink Spot. <http://www.sandiegowriters.org/0412-the-list-poem-beginning-with-artist-manifesto-with-emily-vizzo/>. . .
- **Native American Poetry**, Sunday, April 12, 2015 with Jim Moreno at the Ink Spot. <http://www.sandiegowriters.org/0416-native-american-poetry-with-jim-moreno/>.
- **Read & Critique**, Saturday, April 25, 2015 from 2 to 5 p.m. with Seretta Martin at the Ink Spot. <http://www.sandiegowriters.org/monthly-4th-sat-poetry-read-critique-with-seretta-martin/>.
- **Poetic Brew**, Tuesday, April 21, 2015 from 7 to 9 p.m. at Rebecca’s Coffeehouse in South Park. <http://www.sandiegowriters.org/poetic-brew-open-mic-night-monthly-event-at-rebeccas-coffeehouse/>.
- **Open Mic Poetry Reading**, April 26, 2015 from 4:15-5:30 p.m. at Inspirations Gallery. <http://www.sandiegowriters.org/0125-art-reception-poetry-reading-open-mic/>.
- **(Not) Dead (Yet) Poets’ Society**, every Wednesday 10 a.m. to 12 p.m. with Anna DiMartino and Ron Salisbury at the Ink Spot. <http://www.sandiegowriters.org/0205-not-dead-yet-poets-society-every-wed/>.

To learn more information about San Diego Writers, Ink, as well as the locations listed above, please visit [www.sandiegowriters.org](http://www.sandiegowriters.org).



**April 14 (Tuesday), 7:30–10:00 p.m.**

## **Find Your Voice: Book Reading with Sahar Paz**

**The Screening Room, 210½ Windward Way, Oceanside, CA 29054**

Join war-survivor and author Sahar Paz for an intimate book reading and chat in Oceanside. She will read a creative non-fiction story from her memoir and reflection guide titled *Find Your Voice*. Here is an excerpt:

The thunder of my dad's voice was nothing compared to the shrieking sirens that woke us up nightly.

The war between Iran and Iraq was no longer reserved for the borders. Tehran and its citizens were now the main target.

In a hushed stampede we would leave our apartment, stop one floor down to fetch my grandparents, and continue to shuffle down to the basement, waiting for the ultimate tremble.

The trembles that would light up the black of the night.

The bass that would shake our bodies and our buildings.

The songs of bombs that would paint the town what used to be my favorite color—red.

The thoughts of what I would wake up to the next day always kept me up far later than the bombs did.



**April 16 and May 21 (Every Third Thursday Meetup)**

## **Book Authors MasterMind Meetup**

This Meetup is designed for published authors, as well as for aspiring authors and writers of all genres, to share the solutions and challenges of writing. We are a small, intimate group, so you get your questions answered and everyone has the opportunity to participate. Also, check out the discussion board for upcoming author events, free resources, and low-cost tools. Please register for one of our next Meetups, normally held on the third Thursday of the month. To join, go to <http://www.meetup.com/Book-Authors-MasterMind/>. Or, for more information, contact Organizer Regina P. Brown (Author/Instructor, "Golden Pen") at 888-550-9340 or [info@queenbeepublisher.com](mailto:info@queenbeepublisher.com). Here's to your success!



**California Crime Writers Conference 2015**

**June 6 & 7, 2015 (Saturday & Sunday)**

**DoubleTree by Hilton Hotel Los Angeles–Westside**

**6161 W. Centinela Ave., Culver City, CA**

Sisters in Crime/Los Angeles and SoCal Mystery Writers of America welcome aspiring writers and established authors to mingle with agents, editors, publishers and your peers for the latest inside information on publishing and self-publishing, to hone your skills, and to revitalize your creative juices at the California Crime Writers Conference 2015. Special keynote speakers Charlaine Harris (*right*) on Saturday, and Anne Perry (*lower right*) on Sunday. Join us in sunny Culver City for a conference that will heat up your writing and beef up your publishing and marketing plan. CCWC is only held every other year and is capped at 200 attendees to keep it intimate, so register early. Previous conferences have sold out.

### **Registration:**

Complete the online registration form at <http://www.ccwconference.org/> to pay online by PayPal.com, or print, complete, and mail PDF registration form (check payable to Sisters in Crime Los Angeles CCWC) to Sisters in Crime/LA, 1107 Fair Oaks Avenue, PMB 338, South Pasadena, CA 91030.

*This event's description continued on next page*





*California Crime Writers Conference—continued from previous page*

**Costs:**

- Registration Feb 1, 2015 - Apr 30, 2015: \$300
- Registration May 1, 2015 - May 31, 2015: \$335 (online and main-in registration closes May 31; mailed registrations also must be received by then)
- On-site registration (meal choice cannot be guaranteed): \$350
- Manuscript critique (5 double-spaced pages): \$50 (manuscript submission must be received by May 1, 2015; submission instructions will be sent prior to the conference)

**More Information and Cancellation Policy:**

Visit <http://www.ccwconference.org/>.



**Western Writers of America Convention**

**June 23–27, 2015**

**Sacramento, California**

Visit <http://www.westernwriters.org/>.



**Romance Writers of America Annual Conference**

**July 22–25, 2015**

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*From the Editor*

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If you'd like to appear in the newsletter's **member profile**, Contact Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.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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