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

professional association of the San Diego publishing community, with new chapters such as PWOC 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: Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).

**Next Meeting:** Saturday, August 27, 2016  
10:00 a.m. – 12:30 p.m.

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

**Topic:** “Preparing Yourself and Your Manuscript for Publication”

**Speaker:** Bridget Boland

This presentation by award-winning published author and writing coach, Bridget Boland, offers practical and energetic tools for preparing for publication. The following topics and more will be covered:

1. The value of hiring a professional editor: what to expect and how to find the best editor for your project.
2. Formatting your manuscript for efficient editing.
3. Five reasons you should create a query packet, no matter how you plan to publish.
4. What's in the query packet?
5. What's effective... and what isn't?
6. Traditional, self-publishing, or hybrid: Which path is calling you?
7. How to identify and release limiting beliefs that block you from getting published.



This unique presentation, combining practical writing and publishing experience with Bridget's extensive energetic work, will include a brief lecture on the topics described, a short visualization process to clear limiting beliefs, and Q & A. You'll walk away with the clear path you'll need to bring your book to market.

***On the next page, learn about Bridget and the special “Talk into Action” workshop she'll be providing that afternoon to select participants!***

**Bonus Activity on Saturday, August 27,  
1:00 to 3:00 p.m.**

**(After Our Regular Meeting)**

Following Bridget's meeting presentation,  
Join us for PWSD's "Talk into Action" workshop,

## **"Preparing Yourself and Your Manuscript for Publication"**

Preparing for publication requires both strategy and action. Crafting a vision for your life as a successful published author and a strategy for living into it determines the action steps necessary to fulfill your creative and publishing goals. This workshop will teach you how envision for your most successful writing life and identify the necessary actions you'll need to take to bring it to fruition.

This workshop will give you:

- "Vision quest" skills to help you discern your dream creative life.
- Processes to identify limiting beliefs, habits and behaviors blocking your success.
- Energetic and shamanic techniques for shifting or removing the blocks and creating more positive thought patterns, beliefs, and behaviors that will foster success in your creative life.
- The opportunity to discern whether you are only highly interested in living your envisioned writers' life or fully committed to making this your reality.
- Action steps to set a clear path forward into your future as a successful writer.

Please join us for this innovative and powerful approach to taking your writing and your creative life from concept to completion!

**Workshop Fee:** \$49 members, \$69 nonmembers.

**Space is limited to the first 20 prepaid participants. To sign up, please prepay thru PayPal when you [RSVP](#).** (Members remit \$10 meeting + \$49 workshop; nonmembers remit \$20 meeting + \$69 workshop.)



### **About Your Meeting and Workshop Presenter**

**Bridget Boland** is a key team member of BBL Media & Publishing, serving as Lead Developmental & Acquisitions Editor. She offers clients coaching, editing, and ghostwriting services through BBL and her energetics business, Modern Muse. Bridget's debut novel, *The Doula*, was published by Simon and Schuster in 2012. Her writing has been featured in *The New Guard's BANG!* section and has also appeared in *Conde Nast*, *Women's Sports and Fitness*, *YogaChicago*, and *The Essential Chicago*. The winner of the *Writer's League of Texas Memoir Prize* and the *Surrey Writers Conference Nonfiction Award*, she holds an MFA in creative writing from the *School of the Art Institute of Chicago* and a JD from *Loyola University of Chicago*, and she is the recipient of five residencies at *The Ragdale Foundation for Writers and Artists* and an *Illinois Arts Council* grant. Bridget is also a shaman, a doula, and an Ana Forrest yoga teacher. Learn more about Bridget and her upcoming writing workshops at [www.buildbuzzlaunch.com](http://www.buildbuzzlaunch.com).

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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**

**PWSD News**

Thank you, Carla King, for a great July 30 presentation on the many online tools for nurturing discoverability and generating income from your books. Carla has shared her slides, and they are posted on the home page at [www.publisherswriters.org](http://www.publisherswriters.org). Scroll down to just below the August program description. In addition, she generously offered a coupon for her hands-on book, *Self Publishing Boot Camp Guide*. Thank you, Carla!

Speaking of our August 27 program, we are pleased to welcome Bridget Boland from BBL Media and Publishing. Bridget will help us prepare for successful publishing. Whether you are in the midst of writing a book or it is out in the marketplace already, you need to open yourself and your book to success by presenting your material in the best, most professional way possible. Bridget will offer the winning ways she's learned from years of coaching authors to success.

In addition, Bridget will lead our second "Talk Into Action" workshop. An extension of her presentation, in this two-hour workshop Bridget will focus more on her energetic and shamanic practices in preparing yourself for success.

This add-on workshop will take place on the from 1 to 3 in the same location as the PWSD meeting, with registration fee of \$49 for members and \$69 for nonmembers. Attendance is limited to 20, so [RSVP and prepay as soon as possible](#) to reserve your spot for this dynamic workshop. (*Members remit \$10 for meeting + \$49 for workshop; nonmembers remit \$20 for meeting + \$69 for workshop.*)

**PLEASE NOTE: These meetings will be held at the Encinitas Community Center.**

On September 24, Brooke Warner from She Writes Press will present "Green Light! What to Do When You Are Ready to Publish." On October 29, Steve Wilson from Fast Pencil will offer his tips on successful production and promotion, gleaned from years of working with independent authors.

I am pleased to announce that the renovation of the Dove Library is complete, and we will return to that location for most of our meetings, However, please, please, please, be sure to check the website for location.

*Continued on next page*

## President's Message—continued

### PWOC meets in the Rotary Room at the City of Orange Library.

At the August 6 PWOC meeting, Mimi Le from Independent Book Publishers Association highlighted *5 Winning Ways to Market Your Book to Bookstores and Libraries*. She showed us opportunities for independent publishers (aka self publishers) to expand the market for their books to coveted bookstores and libraries, including examples of successful pitches and presentations. Mimi agreed to share her slides and other materials; check near the bottom of the home page at [www.publisherswritersorangecounty.org](http://www.publisherswritersorangecounty.org) for those links.

We'll take a recess for the Labor Day weekend and then meet again on October 1. In our popular roundtable format, member expert Sharon Goldinger will answer your questions and brainstorm your opportunities with the group. On November 5, we welcome attorney Randy Morrison, who will help you understand all copyright and permissions issues.

Just a reminder for PWSD members that you may attend PWOC meetings for the member price, \$10 per meeting. It's the same for PWOC members who want to join PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

### PWSD/PWOC Membership

Our yearly dues are an affordable \$47 per year. In addition to the reduced meeting fee, you get a listing in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or by sending a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

Reminder to all members: 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 a 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.

*Read Local*



Thanks to all who helped out with the Encinitas Street Fair in April. It was a great day, and I know the authors had fun. I got an email from Marcia Berneger, who said:

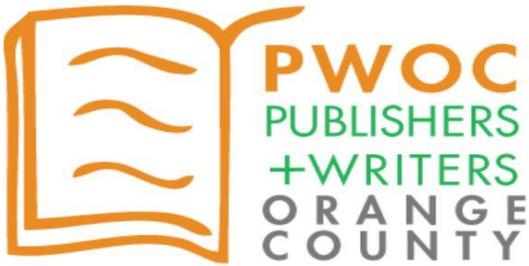
"I have to tell you--while I only sold two books at the street fair (I hand out bookmarks), my Amazon sales have shot up to the highest one-day sales total *since the book came out last year!* That was on Monday. On Tuesday sales were among my top ten days. "

This kind of exposure can really kick start your book!

Sign up for the newsletter to be alerted about upcoming events, and please let us know if there is a street fair in your neighborhood. We'll look into participating.

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, 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 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 the Month!

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

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

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

Tell your writing and publishing friends in the area 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 details and to RSVP. **A fun, after-meeting plus:** Whenever you attend our meetings, bring your walking shoes along. Weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, al fresco lunch. **Other PWOC questions?** Email Jan Kingaard at [jank3345@aol.com](mailto:jank3345@aol.com). **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!

*Note: We will not meet in September, due to the Labor Day weekend*



## “Get Your Publishing Questions Answered”

*With Sharon Goldinger*

Saturday, October 1, 2016

If you've ever wondered about independent publishing and have questions, here's your opportunity. Whether you're writing a helpful nonfiction work or a stunning genre novel, the publishing process involves the same elements: preparation of your manuscript, production and printing of your book, and marketing your book. All of these steps involve lots of details. Here's a chance to get your questions answered. For example:

- When do I need to get permission to quote someone and what is fair use?
- What is the difference between POD (print on demand), short run, and offset printing?
- What are subsidy publishers and self-publishing service companies?
- Should I spend money on advertising? What is an elevator speech?

Learning what mistakes to avoid can save you much time and money, and the more information you have, the better decisions you'll make.

*Sharon Goldinger is a nonfiction book editor, book shepherd, and marketing and publishing consultant. She is the owner of PeopleSpeak, a company that has been providing editorial and publishing services to authors and publishers for more than twenty years. Her clients' books have been successful bestsellers and award winners. She is also the vice president of the Publishers Association of Los Angeles. For more information, visit [www.detailsplease.com/peoplespeak](http://www.detailsplease.com/peoplespeak).*



See Next Page for August 6 Meeting Recap

**PWOC Meeting Synopsis, August 6, 2016**  
**Presentation by Mimi Lee,**  
**Independent Book Publishers Association:**  
**“5 Winning Ways to Market to**  
**Bookstores and Libraries”**

Libraries spend \$1.2 billion a year on books. Granted, two-thirds to three-quarters of those book sales come from jobbers, distributors, or wholesalers. But libraries also have discretionary funds, so you're doing yourself a disservice if you don't put your books in front of librarians, according to Mimi Le, project manager for the [Independent Book Publishers Association](#). Mimi was the guest speaker at Publishers and Writers Orange County's August 6 meeting.

So how do you get a librarian's attention?

1. **Tradeshows.** Attend both the Annual Conference and the Midwinter Meeting of the American Library Association (ALA). The Midwinter Meeting will be January 20–24 in Atlanta, Georgia.

IBPA can help. It has a booth and will exhibit members' books on their behalf. If a book generates interest, IBPA will provide contact information for you to reach out. However, you shouldn't rely on IBPA to do the selling for you. You should attend. You can even schedule a book signing in the IBPA booth.

Last year, 50 members joined IBPA representatives at the conference. "Bring multiple copies of your book, business cards, and sell sheets," said Mimi.

2. **Another tactic is emailing libraries, either on your own or in a cooperative mailing through IBPA.** You can also obtain mailing lists from the ALA or other organizations. "Expect to sell a lot more books," Mimi said, suggesting that the benchmark is 185 clicks on your book. Be aware that librarians will expect a discount rate, so if you don't have a wholesaler, offer a coupon code in your ad.

Be aware that reviews and awards matter. List them in your emails.

Note that IBPA has a partnership with Ingram, so as a member you can get a better rate. IBPA also can help you arrange a relationship with Baker & Taylor distributors.

3. **October 8 is the inaugural [National Indie Author Day](#).** Call your local library to find out if it is planning any activities in support. PWSD and PWOC are two of the sponsors.



*Continued on next page*

*PWOC Meeting Synopsis—continued*

Don't cross bookstores off your list, either. They generated \$30 billion in sales in 2015, and they're on track to increase their sales this year.

Choose your online publisher carefully. Bookstores want to be able to return unsold books, and CreateSpace doesn't offer that option. Ingram and Lightning Source do. Anticipate 20% to 40% in returns, Mimi advised.

Some bookstores, such as Vroman's Bookstore in Pasadena, will carry your book on consignment and split the sales fee with you. Bookstores sometimes have a shelf for local authors. Others might sponsor a local author day.

You can request an author event through the events coordinator. But lots of authors want to sell their books at a bookstore, so think creatively. You might arrange for a panel of mystery or historical authors, or tie your book to a news event or a special day on Chase's Calendar of Events.

Use [www.indiebound.org](http://www.indiebound.org) to find independent bookstores; then include an indiebound.org link on your website.

1. Go to the bookstore and ask to speak to the manager. But come prepared with:
  - a. A physical copy of the book with an ISBN and a barcode. If you have both a hardcover and softcover, bring one of each.
  - b. A sell sheet that highlights reviews, awards and media coverage you've received.
  - c. A marketing plan. Let the bookstore know you'll bring the customers in. For example, tell the owner "I have an author event coming up, and I'll tell them to come here and buy the book."
2. Send an email to independent and chain bookstores. Again, use IBPA for a cooperative mailing.

With thousands of bookstores and more than 100,000 libraries in the U.S., you're missing a bet if you ignore these opportunities.

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***Our PWOC Scribe for the August meeting:*** Thanks to [Good Writing Matters](http://GoodWritingMatters.com) owner Eve Gumpel, who edits and ghostwrites books as well as producing blogs, website content, and press releases for businesses and individuals. You can contact her at [Eve@evegumpel.com](mailto:Eve@evegumpel.com).



**Have newsletter feature articles/ideas? Send them to Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).**

We are currently seeking feature articles for the upcoming issues of the newsletter. If you've read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna. Thank you for your continued support.

**Want to be profiled in the newsletter? Tell Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).**

Would you like more exposure to fellow members? One way to do that is to be featured in the Member Profile section of PWSD's monthly newsletter, *Publishers & Writers Monthly*. All you have to do is be an active (read "current") PWSD member, answer six questions *in some depth*, provide a JPG head shot, and optionally provide one to two JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example. It's easy to be profiled; just submit your name to Sheri McGregor and let her know you wish to volunteer. We are currently scheduling member profile features through early 2017. Thanks, and let Sheri hear from you soon!

**Get found in the directory: Email your bio & headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org).**

Our website is highly ranked on Google, which means you will get broader exposure by being part of the directory. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olsen at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and she will let you know.

**Save more and learn more: Attend both PWSD & PWOC Meetings at reduced member rates!**

Yearly dues are only \$47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. Since our members' meeting fee will stay the same, you save \$10 at every meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 4 or 5) in each newsletter issue.



**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)**

**and let us know  
you like us!**



# A Simple Business Plan for Published Authors

Glenna A. Bloemen, J.D.

You've written your book. It's now in print and you're wondering: What do I have to do on the business side of selling my books? Here is a simple outline of what you need to do to open your business.

**1. Determine your company name.** If you use your own name for the company, then skip Step 2. If you use a fictitious name, then you have to file a Fictitious Business Name with the city where you conduct business. This is a one-page form that has to be filed with the county and a filing fee paid. Fees vary from county to county. In San Diego, the current filing fee is \$42.00 and an additional \$5.00 for certified copies. The filing must then be published in a newspaper of general circulation for four consecutive months to complete the filing. (*Note: It does not need to be published in an expensive, countywide paper; your local community newspaper will do.*)

**2. Open up a bank account for your business.** Speak with your banker to determine what documents they require to open the business.

**3. Get a good bookkeeping program and track your income and expenses.**

**4. Determine if you are a sole proprietor, LLC (Limited Liability Corporation), S-Corporation (Subchapter S Corporation), or C-Corporation (traditional corporation).** Most first time authors are sole proprietors. However, if your company starts to expand, you may want to consider further protection of personal assets by incorporating. For more information, go to [www.sos.ca.gov/business-programs](http://www.sos.ca.gov/business-programs). Prior to incorporating, always consult your tax preparer, accountant, or CPA to determine the tax consequences of the different types of incorporation.

If you incorporate, additional forms need to be filed every year, e.g., the Statement of Information. For more information, go to: [www.businessfilings.sos.ca.gov](http://www.businessfilings.sos.ca.gov).

**5. Will you have independent contractors or employees working for your company?** An independent contractor is a natural person, business, or corporation that provides goods or services to another entity under terms specified in a contract or within a verbal agreement.

If the independent contractor provides services totaling over \$600 in one calendar year, you need to generate a 1099 for that individual. It is wise to ask for a W-9 when you first contract with an independent contractor so you don't have to scramble at the end of the year for the tax information.

An employee is defined as a person employed for wages or salary, especially at the nonexecutive level. Usually, this individual enjoys benefits such as health insurance and pension plans. You will request a W-4 from that individual with tax information to provide a year-end W-2.

Consult your tax preparer, accountant, or CPA as to the category(ies) within which your work force falls.

**6. Design and obtain business cards and marketing materials.** You may need to set up a schedule as to events that cater to book signings or presentations. Street fairs and community events are a great way to get the word out. Use of social media, Twitter, blogging, and Facebook are economical ways to market your book. Get your own website.

**7. Obtain a sales tax account from the California Franchise Tax Board.** There are sales tax consequences when you sell books. Reports and payments are done quarterly. For information, go to [www.boe.ca.gov/sutax](http://www.boe.ca.gov/sutax).

**8. File your tax returns in a timely manner.**

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*Glenna Bloemen has operated Vanderblümen Publications since 1993. Her passion is to help first-time authors publish using print-on-demand resources. She also works as a J.D. and actively does paralegal work for various local attorneys. In addition, she sells real estate in San Diego County. Contact Glenna at [gab11853@aol.com](mailto:gab11853@aol.com).*

## Dennis Macaraeg

### *Somewhere in the Shallow Sea*

San Diego, CA

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Website: [dennismacaraeg.com](http://dennismacaraeg.com)

Facebook: <https://www.facebook.com/dennis.macaraeg.35>

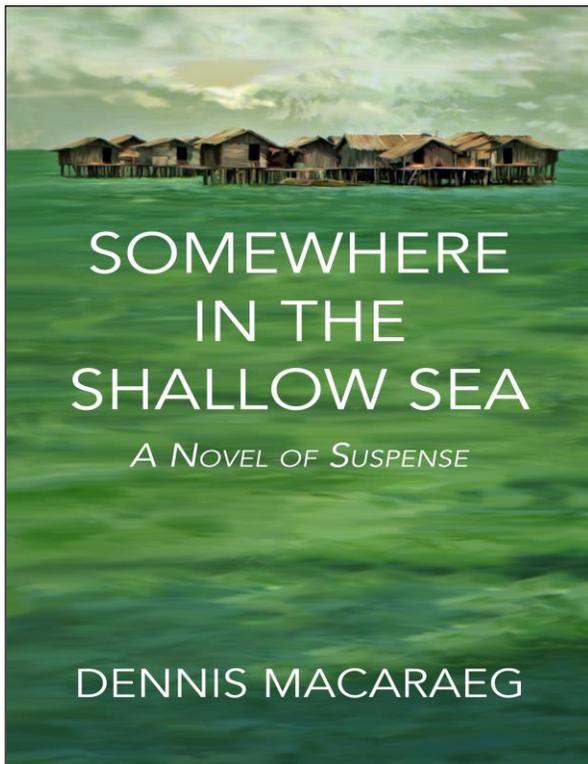
Twitter: <https://twitter.com/DennisMac2015>

Instagram: <https://www.instagram.com/denniswriter>



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

**Dennis:** Thrillers and love stories. Reading fiction lets me escape to faraway places and imagine being in the character's shoes. Writing about fictional characters and exciting scenes gives me a chance to create worlds that flow out of my mind.



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

**Dennis:** This is a tough one to answer. As most of us know, writing is not exactly an easy task. Whenever I'm writing, especially when I'm in the 'zone,' I forget about the troubles in the world and time seems to float away. At least for a brief moment.

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

**Dennis:** I wrote two novels in the past. Both are in the vault and may be published in the future. Also, I wrote some short essays in the Creative Writing class I took a few years back.

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

**Dennis:** I joined PWSD last year. It is in this organization where I met my editor and the narrator for my audiobook.

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

**Dennis:** Currently, I am busy writing the sequel to my novel. The setting is here in our beautiful city—San Diego.

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

**Dennis:** Attend the monthly meetings. Each speaker has some tidbit of advice that is instrumental to a writer's future success.



## 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 & 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). (See link in the right-hand column.) 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 announcement at top of page for details.)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held the first 10 months of the year (usually on the last Saturday), offering 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;
- **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**, a \$10 savings each meeting, compared to 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**



## 2016–2017 Events Calendar

***Have an event/resource to report to the publishing and writing community?***

***Send your information to***

***Newsletter Editor Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)***

### **Southern California Writer's Conference: “A Weekend for Words”**

**September 23–25, 2016**

**Irvine, California**

**THE GREAT WHITE ART** is what John Gardner called it, what it is that we writers do. While artists we may be, today's publishing realities mandate that, in order to win over the needed, passionate advocates of our work, we must also become *entrepreneurial* authors. Entrepreneurial in spirit. Entrepreneurial in execution. Excellence in craft alone no longer cuts it. But excellence in craft and a meaningful book still matters the most.

Having facilitated some \$4 million' worth of first-time authors' book and screen deals since 1986, the SCWC remains devoted to writers of all levels working to become both exceptional authors and modern, entrepreneurial self-advocates. Through its uniquely tailored, inclusive programs, the SCWC empowers writers with the vital recognition, encouragement, and understanding to better succeed in today's ever-changing transmedia marketplace.

Regardless of which path to publication you are pursuing, whether you're a writer just starting out, a writer unable to determine why your work isn't 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 and publishing professionals in a safe, supportive community, join your fellow writers for the 14th Annual Southern California Writers' Conference LA. Attendance is limited to 150 conferees. Price \$275 and \$295. For more details and to register, go to: <http://writersconference.com/la/>.

### **La Jolla Writer's Conference**

**November 11–13, 2016**

**Hyatt Regency La Jolla**

**San Diego, CA**

Go to: <http://lajollawritersconference.com/> to print your registration form. Complete and fax it to 760-448-1127 or mail it to La Jolla Writer's Conference, PO Box 178122, San Diego, CA 92177. Registration by telephone is also available; call 858-467-1978.

### **California Dreamin' Conference**

**March 24–26, 2017**

***Location to be determined***

The next California Dreamin' Conference will feature keynote speakers Robyn Carr and Sarah MacLean. In addition, the conference will have a Book Camp with Debra Dixon, an Agent & Editor Panel, critique sessions, and workshops. For more information, go to: <http://caldreaminwriters.com/>.



*From the Editor*

If you're an 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 Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).

To appear in the newsletter's **member profile**, Contact Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).

Would you like to help out by taking notes at one of our monthly PWSD 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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