

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

January 2017

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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

Closing date for newsletter contributions is the **1st day of each month**. Send to Glenna A. Bloemen at gab11853@aol.com

If you would like to sign up for a **member profile** in this newsletter, contact Sheri McGregor at sherimcgregor@yahoo.com.

Next

Meeting: Saturday, January 28, 2017
10:00 a.m. – 12:30 p.m.

Location: Carlsbad Dove Library
1775 Dove Lane
Carlsbad, California

Topic: PR, Press Kits, & Publicity:
How to Create Buzz for Your Book

Speaker: Leann Garms

Discover how to motivate the media to create buzz for your book! In this session filled with actionable tips and techniques, you'll learn why PR is one of the quickest, most effective, and enduring tools for accelerating your visibility in the market.

Find out how agencies and publicists work, when you need one—and when you don't. Learn about the latest tools writers need to get the media's attention, how to position yourself or your story for media coverage, and how to create your online press room, press releases, and social media campaigns.

A special guest will join Leann for this presentation to give an author's perspective on PR challenges and how she worked with Leann's team to crack the book publicity code. This is the same workshop that Leann teaches at The Next Bestseller™ each year in New York.

Leann Garms is founder of BBL Publishing (www.buildbuzzlaunch.com), a 25-year veteran of public relations, and a frequent speaker on publicity and publishing, including The Next Bestseller™ workshop in New York, and the 805 Writers Conference. Her publicity clients have included authors, speakers, and such nonprofit organizations as the YMCA, Keep America Beautiful, and Boy Scouts of America. She's secured coverage for clients in major radio, TV, print, and online news outlets including Huffington Post, CNN, and MSNBC Power Lunch, plus numerous morning-news programs in top media markets across the country. Her Clients have been featured in *Biography Magazine*, *Spirituality & Health*, *The Dallas Morning News*, *The Austin American Statesman*, *Salt Lake Tribune*, and many more. She helps clients build compelling stories and press materials for a sustained media and marketplace presence.



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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



By Karla Olson
President, Publishers & Writers of San Diego

PWSD News

Happy New Year, everyone! It is going to be a great one, I can feel it already.

We've got a terrific line-up of speakers, so you are going to want to note these on your calendar.

January 28: Leann Garms, founder of Build, Buzz, Launch Media and Publishing, is going to share her well-seasoned secrets of book marketing success. Leann is a PWSD member, and she has worked with many to publish successful books. She's got a Texas twang and a twist on how to get word out about your book. This will bring the year off to a great start.

February 25: We will welcome Peter Hildick-Smith of Codex Group. He works with all the major publishers to fine-tune the way they present their books to consumers. Peter will share his insights about publishing success, gleaned from focus groups and market research. He has conclusions, backed by statistics, that show what readers respond to and what moves them from shop to buy. I've seen Peter speak many times, and his knowledge is key to success. It is a privilege that Peter is coming by San Diego to speak to us.

March 25: In March, we will host Lisseth Montecinos from RR Bowker. Lisseth is going to finally untangled all your questions about ISBNs, including what to do if you got a free number from CreateSpace or KDP but wish you hadn't. You really can't afford to miss this session.

April 29: Cevin Bryerman, the publisher of *Publishers Weekly*, is coming to talk to us about the magazine's changing attitude towards independent and self-publishers, and what he sees for the future of publishing.

There's more in store. That's just the first few months of working together for publishing success.

PWOC News

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

January 7: The Rotary Room was filled to overflowing as members brought their copyright-law questions to Randall "Randy" Morrison, Lawyer and Author. Thank you, Randy, for generously sharing your answers! See the meeting recap starting on page 6.

Continued on next page

President's Message—*continued*

February 4: Alan Mindell, author of numerous books and a fixture at Read Local events, will share his ideas about how to promote your book, develop a brand, and create ancillary streams of income. And he tells you how he has a “ball” doing it.

PWSD/PWOC Membership

As most of you know, our yearly dues are a wonderfully affordable \$47 per year. In addition to the reduced meeting fee (saving \$10 off the non-member fee *every time you attend*), 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 send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

Reminder to members: Please submit your member bio and headshot to 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, and I will let you know.



Read Local



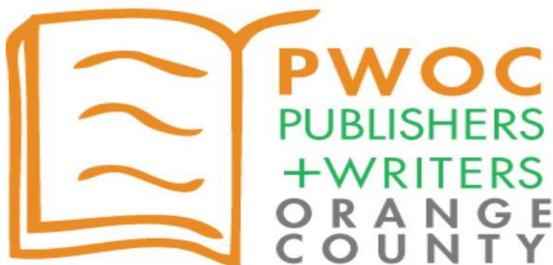
Please visit www.readlocal.org, to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books.

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 you 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!**





www.F

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 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. **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



Promoting Your Book, Developing a Brand, and Creating Ancillary Income

Presented by Alan Mindell

Saturday, February 4, 2017

Alan Mindell (traditionally published author of novels *The Closer* and *The B Team*) will lead an interactive discussion on book promotion, brand development, and creating ancillary income from books.

His own promotion ranges from public speaking to blogging on his website, www.alanmindell.wordpress.com (provided by his publisher), to traditional book signings. (For *The B Team*, his horse racing novel, he has done events at many race tracks, including Del Mar and Santa Anita; each has carried his books in the gift shop).

He has developed the brand "Life Begins at Seventy," a variation of the old adage "Life Begins at Forty." He formats and patterns his public speaking around his good fortune after turning 70, in the process describing his success in Senior Olympics competition (winning numerous gold medals as a sprinter) and having his novels published (both have been listed in Amazon bestselling categories).

Ancillary income as a direct result of his novels includes tour sales for the tour company he founded many years ago, paid teaching assignments for San Diego area universities, and paid lectures at area senior communities.

A graduate of the University of California, Berkeley, Alan Mindell was a varsity baseball center fielder there for three years. Since he turned 70, he won four gold medals as a sprinter in the 2012 San Diego Senior Olympics and won a gold medal in the 2014 California State Games in Escondido. His winning time in a track meet at Cal State San Marcos in 2016 was ranked as the number one fastest at the time for the entire United States in his age group for the 400 meter run. His novel, *The Closer*, a heartwarming baseball love story about a knuckle-balling relief pitcher, was traditionally published in 2013 and became a bestseller, including being listed by Amazon as the number one paperback in new sports fiction. His new novel, *The B Team*, about horse racing, also became Amazon's number one bestselling paperback in new sports fiction. In addition to his writing and speaking, he works for and acts as a tour guide for Friendly Excursions, the tour company he founded 45 years ago.



PWOC Highlights, December Holiday Celebration and January Meeting

PWOC Scribe Penny S. Tee is a nonfiction writer and blogger. She is currently writing her book, *Blasted from Complacency*, the true account of her family's vacation in Israel in 2014, when they found themselves touring extraordinary, historic, sacred sites, and cowering in bomb shelters. The impact of being human targets caused a dramatic shift in her life, moving her to work on Peace. Part of her story appeared last June in the *Memoir Showcase* at the Grand Horton Theatre in San Diego. Her blog is <http://www.pennystee.com/>. She also is the founder of *Writers4Writers*, a writers' support group that meets on the third Saturday of every month, 2:00–4:30 p.m., at the Rancho Santa Margarita Library. Attendance is free. Register here: <http://pennystee.com/event/writers4writers-rancho-santa-margarita-library-january-21-2017-2-430-pm/>

PWOC: The Place to Celebrate 2016, Make Plans for 2017, and Get Creative Support!

Facilitated by Karla Olson, President, PWSD/PWOC

December 3, 2016

Did you miss PWOC's First Annual Holiday Celebration? Be sure to put it on your calendar for 2017 because we had a blast! Each of us attending had the opportunity to share our 2016 accomplishments, discuss plans for a fantastic 2017, and get the benefits of a veritable think tank for our projects in the coming year.



Authors, publishers, editors, and illustrators were represented—all with years of professional experience. Q&A ideas and solutions were popping around the room in an explosion of creativity.

The depth and breadth of the topics our members choose to write about was tantalizing, and the imagination, heart, and enthusiasm for our work was exhilarating. There's nothing as motivating as being around people who love what they do.

Here's a taste of our members' adventures...

Julie Diebolt Price, a professional photographer, has had a lifelong love of travel and teaches classes on marketing and selling stock photography, the subject of an upcoming book. And we discovered we can follow her children's traveling companion, Purple.Lulu, on Instagram.

Mazy and Snub, dragons with *amazing* adventures, are the creation of **Martha Ramsey**. The companions get a little help from a bluebird named Grace. Her tales are stories with a subtle spiritual underpinning that even parents can enjoy—I know I was hooked and wanted to read them for myself.

Theep and Thorpe: Adventures in Space is a sci-fi book created by **Lillian Nader** for young readers. Theep and Thorpe are space aliens, and Jonathan is a boy with telepathic powers who learns that "thoughts are things" as he navigates his escapades at Juvenile Space Camp.

Coming back to Earth, our member **Frederick S. Andresen** wrote a historical fiction novel, *The Lady with an Ostrich-Feather Fan*, which records the story of the Yusupov Rembrandts. He also published his father's memoir, *Dos Gringos*, a tale of a Norwegian and a drifting Irishman who meet in a bar during the Mexican Revolution and then have adventures involving guns, mines, and intrigue.



Lynette M. Smith, our queen of kindness and attention to detail, discussed her book series, *How to Write a Heartfelt Letter of Appreciation* to various recipients. She also has enjoyed success this year regarding her copyediting expertise in her handbook titled *80 Common Layout Errors to Flag When Proofreading Book Interiors*. (Get a few of those tips elsewhere in this issue.)

Finally, my book that I, **Penny S. Tee**, will finish and publish in 2017 is also nonfiction. As writers, you are familiar, I know, with how this works—books always take longer than you thought they would. *Blasted from Complacency* will contain the true story of our family's trip to Israel in July 2014, when we found ourselves touring incredible, sacred places interspersed with covering in bomb shelters. Missiles directed at our family shook me to my core, and now I strive to work on Peace—inside, and with the world at large. You can visit my blog at www.PennySTee.com.

Not only did we discuss our accomplishments, we were able to discuss in an Open Forum our ideas, questions, and conundrums. The members and our accomplished president, **Karla Olson**, who has been in the publishing industry for over 30 years, offered great feedback and creative suggestions. With our members' help, 2017 is off to a running start!

Given the chilly day outside, our meeting was a comforting pot of professional advice on a variety of topics. The Q&A included page formatting, awards and contests, editing, copywriting, the essential steps for self-publishing, the benefits of collaborating for marketing, obtaining illustrators, costs, pricing, and responsive websites.

As we settle into cold winter nights and bask in the glow of our 2016 accomplishments and 2017 intentions, we are grateful to all of our members who share their talents, creativity and kindness. We look forward to a successful 2017. Happy Holidays!



PWOC: A Safe Place to Learn and Protect Our Writing

Presented by Randy Morrison, Lawyer and Independent Publisher

January 7, 2017

Well, it's a new year. We've celebrated our 2016 successes, learned our lessons from our mistakes, and are ready to take action in 2017. Our PWOC members were full of energy at January's meeting, and even before Lynette called the meeting to order they were peppering our honored guest with questions.

As writers, our creations come straight from our hearts—they're our babies. As parents, the first essential for our children is safety—protection. So it was with excited interest that we greeted our first speaker for the year, Randal Morrison—his friends call him "Randy." His family moved to Australia when he was a young child. When Randy and his sister, Sheila were introduced together at the tiny school, if you know anything about Australian expressions, let's just say the teacher had a hard time holding it together without laughing—his parents have a naughty sense of humor.

Randy came to speak to us about how to protect our intellectual property. Not only is he an accomplished lawyer, but he's also one of us—he is the author of the YA novel, *Seven Moon Circus*. He understands our concerns.

Randy's expertise focuses on protecting Intellectual Property, which includes:

- Legal doctrines from creations of the human mind
- Copyright, patent, industrial designs



- Trade and service marks; trade secrets
- Publicity rights

He is among the roughly 1% of all lawyers admitted to practice before the US Supreme Court, and has authored briefs in five of the federal courts of appeal. In short, he knows his stuff.

It was clear from our discussions of real-world concerns, that questions regarding intellectual property might be asked with broad strokes, but accurate answers for these questions can only be found looking at the very specific details of each case. I don't think he'll have to worry about having to search for clients any time soon.

Randy taught us what exactly copyright is:

The legal right to exclusive control of the duplication, marketing and uses of certain classes of creative, expressive works. A legal monopoly, limited in time and scope.

He also taught us *who* it protects, *what* is protected, and, equally important, what is *not* protected.

He warned us about the strings attached to “work for hire.” Your employer now owns all of the rights of your work, and the contract will typically try to attach any work you do during that time period. Even if they hired you for your expertise in genetics and you happened to invent a recipe for lasagna, they'd want a piece. (Well actually, for lasagna, so would I.) Negotiate an exclusion! Randy said your compensation doesn't have to be limited to your fee; royalties can be negotiated into your contract—not typical, but possible.

Copyrights pertain to *fixed* work. Be sure to maintain copies of all your manuscript drafts in case sometime in the future you will have to *prove* it is yours. People have to have permission to use your masterpieces, so protect them. You can also safeguard your writing with a neutral third party group like the Writer's Guild, who, for a minimal fee, will register your piece; and this can be used as strong evidence, should the need arise.

I think this is the first time I've heard a government agency being praised about the job they do. Randy said the Copyright Office does a “stupendous job,” and he advised looking at www.Copyright.gov as an excellent resource. The Copyright office has examiners looking at each application in detail. Randy walked us through each step in registering for a copyright.

So with our heads filled with food for thought, we headed out, as is our tradition, to fill our stomachs—this time at a local deli. What a great way to start out the new year—learning what we need to know, visiting with friends, and making new ones. Here's to a creative, successful 2017. Happy New Year!



“PWSD likes Facebook!”

Visit us on Facebook today

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



Have newsletter feature articles/ideas? Send them to Glenna Bloemen at 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.

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 be profiled. We are currently scheduling member profile features for the next six months. Thanks, and let Sheri hear from you soon!

Get found in the directory: Email your bio & headshot to webmaster@publisherswriters.org

Our website is very 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, and she will let you know.

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

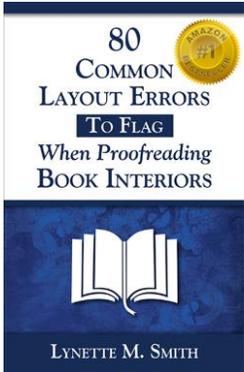
Yearly dues are only \$47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. Since our members' meeting fee will stay the same, you save \$10 at every meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD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



3. Orphan words, in which only one word appears on the final line of a paragraph. At least two words must appear on the last line of a paragraph or numbered/bulleted item. *Remedies:* Adjust character spacing to squeeze the last word onto the previous line; use a nonbreaking space between the lone word on the last line and the last word in the previous line so the two words will appear beside one another; or adjust earlier lines of the paragraph with expanded or condensed character spacing, end-of-line hyphenations, or minor rewrites, to favorably affect the last line.

Now what? Have your designer correct the errors you flag and send you a new proof. Check it: Were all errors corrected? Were any new errors introduced? Flag what still needs correction. Repeat this process until you're ready to say,

“Yes, let’s publish!”



Lynette M. Smith established [All My Best](#) in 2004 and provides book authors with professional document scrubbing, copyediting, and proofreading services. In 2015, she indie-published the Amazon bestseller, [80 Common Layout Errors to Flag When Proofreading Book Interiors](#). Lynette has been an active member PWSD for over 12 years and volunteers for both PWSD and the new Orange County chapter, PWOC.





Eve Gumpel
Good Writing Matters
Santa Ana, California
714-541-8765
Email: eve@evegumpel.com
Website: evegumpel.com
Facebook: facebook.com/gotwords

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

Eve: I'm a ghostwriter and editor. I can edit your finished book—or write your book for you. I can also help with bios, one-sheets, query letters, synopses, and proposals.

PWM: What first attracted you to writing?

Eve: I love reading fiction. I go through at least a couple of novels in a typical week. I'm a natural-born editor. I correct my friends' grammar during casual conversations. (Most have learned to ignore me. A few appreciate the corrections.) And I've always enjoyed writing.

PWM: Did you previously have related experience in writing?

Eve: I was a journalist for about three decades, minus a few years as a public relations professional. I started my own business after being laid off from Entrepreneur Media, where I spent three years writing about—what else?—how to succeed in business.

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

Eve: I've been a member of PWSD for a couple of years. I've picked up self-publishing information to augment my own knowledge about the book-publishing process. I pass that along to clients and use it as material for blogs. I've also secured an editing client through PWSD.

PWM: What are you working on now?

Eve: I've just finished copyediting two books, and have several others in the queue. I'm also a partner in Women Lead Publishing, providing author services to established and aspiring women authors—from helping authors formulate their book theme to editing the finished book, designing the cover and interior, and getting the printed book in their hands.

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

Eve: Plan on writing more than one draft of your book. The first draft is essentially for you: it's an opportunity to get all of your ideas on paper. The goal of the second draft is to fill in information gaps, eliminate redundancies and digressions, revise the writing, and give your audience what it wants—a good read.

Also, be aware of the legal niceties. Make sure you copyright your book, and don't infringe on anyone else's copyright. In general, avoid quoting song lyrics, ask permission if you want to quote another author, and purchase a royalty-free license to use a photo. If the person in the photo is recognizable, you may need that person's permission as well as the photographer's.



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. 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 to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at j@monkeycmedia.com. (See *announcement at top of this newsletter page for details.*)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held for PWSD the first 10 months of the year (usually on the last Saturday) and, for PWOC, on the first Saturday (except on holiday weekends)—both 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), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup (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



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

33rd Annual SDSU Writers' Conference

January 20–22, 2017

San Diego Marriott Mission Valley

Follow the conference on [Facebook](#), [Instagram](#), and [Twitter](#) for exciting details as they unfold.

Will 2017 Be Your Year to Break Through to Publication? Whether you're a beginning writer or a published professional, the San Diego State University Writers' Conference is for you. Now in its 33rd year, this conference is designed to help every writer at every level. Learn how to improve your writing skills, develop your marketing awareness, and meet one-on-one with top editors and agents to facilitate the next step in your publishing career. SDSU is pleased to announce its award-winning, best-selling, and thrilling keynote speakers for the 33rd Annual conference:

R.L. Stine, one of the best-selling children's authors in history

J.A. Jance, Top-10 *New York Times* best-selling author

Sherrilyn Kenyon, international and *New York Times* No. 1 best-selling author of fantasy, horror, and more

Jonathan Maberry, best-selling author and five-time Bram Stoker Award-winner

Note: If you are interested in being considered as a speaker for a future SDSU Writers' Conference, please complete the [speaker interest form](#). Questions can be sent to directorsdsuwc@gmail.com.

California Dreamin' Conference

March 24–26, 2017

Embassy Suites

900 East Birch Street, Brea, CA

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/>.

IPBA Publishing University

April 7–8, 2017

The Historic Benson Hotel

309 Southwest Broadway, Portland, OR

For nearly three decades, IBPA's Publishing University has been the indie publishing community's must-attend networking and educational event. Their expert speakers understand how to start, grow, and succeed in publishing's new world... and they can't wait to share what they know with you! For more information, go to <http://www.publishinguniversity.org>.



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 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.

To appear in the newsletter's **member profile**, Contact Sheri McGregor at 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. 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 and OC Writing and Publishing Communities!

Newsletter & Social Media Team

**Vanderblümen
Publications**

**Glenna A. Bloemen, J.D.
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From Page to Press*

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Newsletter Editor

ALL MY BEST

**Copyediting, Formatting, and
Heartfelt Publishing**

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