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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), but sometimes at 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)

**Next Meeting:** **Saturday, October 27, 2018**  
**10:00 a.m. – 12:30 p.m.**

**Location:** **Carlsbad Dove Library**  
**1775 Dove Lane**  
**Carlsbad, CA 92011**

**Topic:** **“Create Mass Media Attraction in a Multi-Layered Universe”**

**Speaker:** **Jacquie Jordan**

In a crowded and demanding universe of television, radio, podcasts, social media, and the internet, the question becomes this: How do you get your book promoted? The answer is that the formula is still the same. We will explore:

- ***Developing Your Hook***
- ***Building a Solid Platform***
- ***Building Credibility***
- ***How to Market Yourself—The Five-Finger Brand Hand: Internet, Speaking, Print, Radio, Television***
- ***The Importance of Your Material***
- ***Matching Your Hook with the Right Show***
- ***Tips to Perfect Your On-Air Performance***
- ***Do's and Don'ts for Your Successful Appearance***

**Jacquie Jordan** is the founder of the ten-year-old, Silicon Beach–based companies, TVGuestpert, TVGuestpert Publishing, and [TVOnCameraTraining.com](http://TVOnCameraTraining.com). TVGuestpert is a media development company that raises the profile of Guestperts in the media and grows its clients' core businesses. With TVGuestpert, Jacquie works with businesses on their branding, promotion, marketing, producing, and development, as well as their on-camera execution.



***Continued on next page***

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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)



## “Create Mass Media Attraction in a Multi-Layered Universe”

*Continued from Page 1*

Jacque has been involved in booking, supervising, or producing as many as 10,000+ television guests. Her reign has come from successfully launching and executing many syndicated daytime programs and cable shows. Known for her ability to find the heart of any story, Jacque garnered her second Daytime Emmy nomination for Best Show on *Donny & Marie* (Sony Pictures Television).

Jacque’s foray in talent comes from her time in the trenches as a nationally recognized producer in broadcast television. As Showrunner of the long running AMC series *Sunday Morning Shootout*, hosted by two Hollywood Icons—chair of Mandalay Entertainment Group, Peter Guber, and former editor-in-chief of *Variety*, Peter Bart—celebrity guests produced by Jacque include Steven Spielberg, Charlize Theron, Clint Eastwood, Angelina Jolie, Peter Jackson, George Clooney, and Dustin Hoffman.

Simultaneously, as executive producer, Jacque launched the copycat formula of *Shootout* for the TVGuide Channel, *Square-Off* with a focus on the television industry hosted by Andy Wallenstein and Brian Lowry of *Variety*. Jacque vetted the best the industry had to offer—from NBC head Ben Silverman and Shonda Rhimes to known television stars such as Jon Cryer and Mark Harmon.

Jacque is a New York Times Best Selling Publisher of *The Art of Having It All. Publisher’s Weekly* wrote, “Jordan seems to have succeeded at her goal as laid out on the TVGuestpert website,” when discussing the success The TVGuestpert Publishing orchestrated, resulting in her book’s hitting the coveted list.

As a published author of *Get on TV! The Insider’s Guide to Pitching the Producers and Promoting Yourself!* (Sourcebooks, 2006) and *Heartfelt Marketing: Allowing the Universe to be Your Business Partner* (BurmanBooks, 2010), she has been featured in *Entrepreneur Magazine*, *Selling Power Magazine*, *Feedback Magazine*, *Emmy Magazine*, and the cover of *Woman’s World Magazine*. As a commentator on television regarding the business of the industry and pop culture, Jacque’s appearances include *Fox Reality*, *Good Day New York*, *Fox*, *ABC Family*, *CBS’s Big Shot Live*, *TV Guide Channel*, *CBS Evening News*, *FX*, and countless radio shows.

Jacque is a graduate of the University of Delaware, with a B.A. in Communications and a minor in theater. She currently resides in Los Angeles, spending her free time practicing yoga, raising awareness around animal neglect, and mentoring women entrepreneurs.

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

Krista Clive-Smith, noted author, brand expert, and organizer, shared tried-and-true tips for personal branding on September 29. She was decades ahead of the personal branding trend when she first wrote her book, *Get Noticed, Be Remembered*, which she recently republished. She's also helping authors and others position themselves for success and offered many ideas for how to be unique while staying authentic. We enjoyed Krista's very professional presentation, and I hope we will see her around PWSD.

To finish out the PWSD year, on October 27 we welcome Jacquie Jordan from TV Guestpert. Jacquie had intended to join us in the spring but became ill and sent instead her colleague, Lou Dessing, who provided a fascinating presentation. Now Jacquie is back with her tips for how to get on and succeed in television appearances.

That will be it for PWSD until 2019, when we have lots of great programs in the works. If you missing the camaraderie in November and December, come join PWOC in Orange County.

**PWOC meets in the Rotary Room at the City of Orange Library**

Michael Ashley gave a great presentation/workshop at PWSD October 4. A ghostwriter, he helped attendees pinpoint the steps in the traditional Hero's Journey, which is a classic arc to connect with your readers. It was a fun and enlightening presentation; be sure to read Penny S. Tee's meeting recap on page 6.

On November 3 we will enjoy a Skype conversation with Kathryn Kemp Guylay, author, entrepreneur, and owner of Make Wellness Fun, who will be presenting from Sun Valley, Idaho.

Just a reminder for PWSD members: You may attend PWOC meetings for the member price, \$10 per meeting. It's the same for PWOC members who want to attend 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**

As most of you know, our yearly dues are a wonderfully affordable \$47 per year. In addition to the reduced meeting fee, you get a listing in in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or you can send 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 an up-to-date member to take advantage of this benefit. 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.

**IBPA Membership**

If you have launched on your publishing journey, I encourage you to explore the benefits of joining Independent Book Publishers Association. This is the national association that includes regional affiliates such as PWSD. You can find information on their very robust and informative website: [www.ibpa-online.org](http://www.ibpa-online.org).

Membership is quite affordable; but to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.





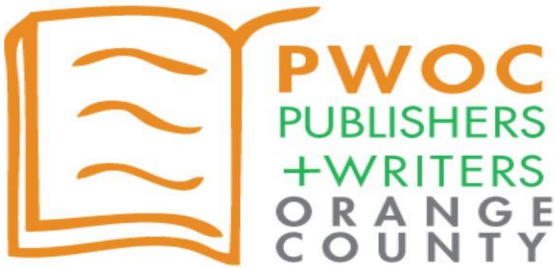
We are planning on having a booth at the Encinitas Holiday Fair, November 18. Be sure to sign up for the newsletter to receive important notifications about this event.

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. Booksellers, 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.



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**you like us!**





[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, possibly *al fresco* lunch. **Other PWOC questions?** Email Lynette Smith at [Lynette@allmybest.com](mailto:Lynette@allmybest.com). Remember, as a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



*Join Us on Saturday, November 3, for*

## “Four Ways to Make Book Marketing Fun”

*Presented by Kathryn Kemp Guylay*

In this fun, engaging, and interactive presentation, you'll learn a variety of ways to market your books. You'll identify your marketing superpower, understand how to budget time and energy for the marketing phase, and employ unique and cost-saving techniques to reach more readers. You'll get access to unbiased, unwashed data collected from authors across self-publishing, hybrid-publishing, and traditional publishing to learn what works, and what doesn't work, to sell more books in today's marketplace.

**Kathryn Kemp Guylay** (MBA, CNC) comes to the publishing industry with a background in management consulting and nonprofit management. Her six books have won ten awards, and several have reached #1 bestseller status on Amazon. As a publishing coach, Kathryn offers live classes several times a year to help authors reach “Happy Author Land” through fun and actionable teaching. Kathryn's publishing website is “[Make Publishing Fun.](#)” She has an extensive media background and has been seen on ABC, CBS, FOX, NPR, and other media outlets, and she hosts two of her own podcasts, including *Positive on Publishing*.





*PWOC Meeting Highlights, October 6, 2018*

## **“Be the Hero of Your Own Story: Storytelling Mastery Will Shortcut Customers’ Knowing, Liking, and Trusting You”**

**Presented by Michael Ashley, [InkWordsmiths.com](http://InkWordsmiths.com)**

Another great meeting at PWOC! The cornucopia of the talent of our members, combined with the depth of knowledge of our speaker, Michael Ashley, made me leave feeling satiated. Oh, and that also might have been helped by our monthly post-meeting walk to Rutabegorz. a healthy-dining restaurant.

Another great meeting at PWOC! The cornucopia of the talent of our members, combined with the depth of knowledge of our speaker, Michael Ashley, made me leave feeling satiated. Oh, and that also might have been helped by our monthly post-meeting walk to Rutabegorz. a healthy-dining restaurant.

For those of you used to PWSD meetings that are as informative but held in a larger setting, our PWOC meetings are much more intimate and therefore feel like a writer’s support group where not only can we listen to great speakers, but we have the opportunity to share our latest projects and ask questions of the speaker and also other members. Both are great experiences, and I love to attend PWSD also as time permits; however, Carlsbad is a bit of a schlep from the OC.

Congratulations to our member Bill Vallely for birthing his serious comic book, *Tips to Fight Dry Eye That Work!* We’ve been with you as you worked through its writing and production, and to actually see it in print was a thrill for all of us! It’s informative for those who suffer with dry eye; it’s easy to read since it’s in a comic book format; the drawings are comical (*duh!*); the colors are awesome; and, of course, the star of the show is a funny character named Seemore Clearly, a talking eyeball! The book is available now directly from the author ([eyetoonist@gmail.com](mailto:eyetoonist@gmail.com)), a bit later on through his in-development website, Billytoons.us, and on Amazon by January 1 in three formats: print, large copy eBook, and smaller-format eBook (designed for cell phones).

The topics authors choose to explore always fascinate me. Some examples from the group; one who wrote a true life story about working in a prison, complete with riots and the Mexican mafia; a children’s book series about a boy who bakes; what it was like to work on a Lockheed *skunkworks* project; witches and magic with cell phones; reluctant Peace Corps volunteers; how-to instructions for writing appreciation letters; and my own, about our trip to Israel when we were on a family vacation and found ourselves in the middle of a war resulting in my wanting to work on Peace. Well, no two are the same—that’s for sure!

Our speaker, Michael Ashley of [Ink Wordsmiths](http://InkWordsmiths.com), has a broad education and incredibly successful career, and it looks like he’s just getting started. He has a BA in Philosophy with a Minor in Journalism, and an MFA in screenwriting from Chapman University. He’s written 21 books with clients, 4 which have been bestsellers. Wow!

He has lent his creative literary touch to a wide array of interests, including award-winning screenplay treatments, children’s long-form scripts, ghostwritten books and blogs, op-ed and Huffington Post articles, regular media columns, and more. At Ink Wordsmiths, Michael prides himself on imaginative thinking outside the box and turning around quality work with lightning-quick speed.

His writing expertise is as varied as the topics of his authors from reading professionally for Creative Artists Agency, being a columnist for *Newsbase Magazine*, writing a screenplay treatment that was turned into a #1 time-slot Disney film, *Girl Versus Monster*, as well as being a fiction and nonfiction book ghostwriter and writing coach. And some of his books that he co-wrote are equally diverse—*Fiction in a Weekend*, *Evolution by God*, and my personal favorite that I’m going to run, not walk, to buy, *The Six-Figure Writer*.



The topics Michael's clients chose to write about vary as well. From major league baseball agents with drug-related family angst to a Lebanese entrepreneur who knew how to seize the moment, whether it was selling blue jeans in the Middle East, wine in restaurants, or hummus in grocery stores. How one man went from working with Mickey at Disneyland to avoiding the Mafia bust at the Aladdin Hotel in Las Vegas. Then there was the Indian woman who taught how to behave bravely with a mindshift to life's challenges, a love story for the ages, and, finally, what really happened to Ricky Nelson?

Michael's talk was about author entrepreneurs, which made sense to me. We all have a message we want to tell through great storytelling, yet we are still in business, often working for ourselves. He believes the power of storytelling is the key to successful writing. Humans love conflict and train wrecks—look at the success of the Kardashians! He said, "Conflict is the engine for drama; the more you can put in, the better."

People want to avoid conflict in their daily lives, but when they're being entertained, conflict seems to be a drug that everyone becomes addicted to. In his talk, Michael showed us how to use good storytelling techniques to



capture people's hearts and minds, with the goal to have them care about you and trust you, because trust leads to money. Amen.

Most of us want a conflict-free life, but Michael warned us that problems can be a good thing because they make us grow. If we work through our problems, we can come out the other side a wiser, stronger person. In literary terms, the tragic upheaval is called "the dark night of the soul." It's the moment in a manuscript or movie script where the main character experiences his or her lowest moment, and all hope appears to be lost.

Michael reminded us that as the character it would suck to be them; but this moment, due to its effectiveness for us writers, could have angels heralding in the background, because audiences are drawn to conflict.

He said a great way to tell a compelling story was to use Joseph Campbell's "The Heroes Journey." So as a great teaching tool he described an abbreviated version of it,

concentrating mainly on the "Dark Night of the Soul" and the "Return with Elixir," and then we each applied the concepts to our individual stories. Afterward, some of us discussed our results and the members provided valuable feedback.

I was excited to see how my storyline translated into the *Heroes Journey*, having just completed going through my edits. My book, *Blasted from Complacency: A Journey from Terror to Transformation in Israel*, is the story of our family's vacation in Israel in July 2014 when we found ourselves in the middle of war. I'm still trying to get over the guilt of taking my son to war for his Bar Mitzvah present! But the impact of being human targets made me want to work on Peace. (I know I'm not supposed to capitalize Peace, but it's too important, so I do it anyway.)

***In the Hero's Journey you have a hero who is living in an ordinary world.*** In my world, that was me, at the beginning of my story, a stay-at-home mom.

***Next this person encounters conflicts and challenges.*** I think bombs' exploding in the air above us as we covered in bomb shelters covers this.

***Next the person has to rise to the occasion either alone or with the help of an ally or mentor.*** I'd say my partner was Iron Dome (Israel's anti-missile defense system), which blew up the Palestinian missiles in the sky, thus preventing them from landing and harming Israelis. Iron Dome became my new BFF (Best Friend Forever). While we were there, Israelis weren't dying or injured because of Iron Dome—a fact which, when compared to the number of Palestinians who died and were injured, has caused a propaganda nightmare ever since.

**The third part of the hero's journey, is for the main character to rise to the occasion.** When I returned home from our trip, I was reeling from what we had experienced, the truth I learned about the conflict, and my confusion from what I heard on the news. Israel was portrayed as a maniacal bully whose only goal was to kill Palestinians, and I knew that this wasn't true. The old news expression, *if it bleeds it leads*, seemed to hold true. Israelis were defending themselves and forewarned the Palestinians before they blew up the tunnels from where the Palestinians were sending rockets into Israel; yet the Palestinian leaders told their people to stay and die as martyrs. Horrific—their people were being treated like human commodities and seemed to mean more to them dead than alive!

**Finally comes the return to elixir.** To me, my triumph and elixir is how my life has changed. Today I've written my book that will be released in January. I also blog about what I learned—the conflict and Peace, and I'm a speaker for the Jewish National Fund. I even have my own online writers' support group, Writers4Writers. (See details in the author bio at the end of this recap.) No one would recognize my life today, compared to what it was before we left on our trip. I believe I've found my life's purpose.

I was gratified that Michael and the rest of our PWOC clan agreed that my story fit the bill as the Hero's Journey. Who knows, Michael said; there might even be an opportunity for a movie. I'll let you know what happens.

So that's how we spent our Saturday—in what I feel as an author was an excellent learning experience. The camaraderie and food weren't bad either. Next month, consider joining us!

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**PWOC Scribe Penny S. Tee** is a nonfiction writer and blogger. She is currently publishing her book *Blasted from Complacency: A Journey from Terror to Transformation in Israel, the true account of her family's vacation in Israel in 2014, when they found themselves touring extraordinary, historic, sacred sites, and covering in bomb shelters. The impact of being human targets caused a dramatic shift in her life, moving her to want to work on Peace. Part of Penny's story appeared June 2016 in the Memoir Showcase at the Grand Horton Theatre in San Diego. Her blog is at <http://www.pennystee.com/>. She also is the founder of Writers4Writers, an online writers' support group meeting the second Monday of every month, 6:30–8:00 p.m. November 12, 2018 she is excited to report that she will be interviewing James Malinchak, world famous speaker, author and marketing expert. You can register here: <https://pennystee.com/event/writers4writers-host-penny-s-tee-speaker-james-malinchak-speaking-paving-the-way-to-a-financially-successful-authors-life-november-12-2018-630-800pm/>*



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## The Indie Author–Indie Bookseller Relationship Warms Up

Ed Nawotka  
October 1, 2018

*Reprinted with Permission*



Independent booksellers often talk about their tight bonds with their local communities, and, increasingly, one of the many ways in which they are engaging with those communities is by stocking self-published titles by local writers. For years, the libertarian and frequently contrarian nature of independent authors was at odds with the requirements of brick-and-mortar indies; self-published authors were empowered by the emergence of online retailers that produced, published, and sold their works, and they didn't consider how those books would be sold in physical stores. But the relationship between indie authors and indie bookstores has evolved, and numerous booksellers are willing to stock self-published titles—albeit within certain limitations. *Publishers Weekly* surveyed the members of BXsellers, our Facebook group for booksellers, to find out what criteria they apply to handling self-published work.

Jessica Stockton Bagnulo, co-owner of Greenlight Bookstore, which has two locations in Brooklyn, said she limits the selection of self-published books each store carries to authors who live nearby. "We do have certain

requirements—the book must have the name on the spine, for example—and we have a six-month consignment policy, but we consider it a community service,” she wrote. “And some do end up taking off!”

George Rishel, owner of the Sly Fox in Virden, Illinois, shared that his store sells only local indie authors as well, some of whom “have done really well, and others, not so much.”

Megan Andrews Blackshear, co-owner of Bookbound in Ann Arbor, Michigan, concurred. She sells only books by self-published authors who live in the store’s county and admitted that, though a handful of titles are “awesome” and have become Bookbound favorites, “a majority of these books do not sell a single copy.”

Several booksellers said that they will consider stocking an author once that author has demonstrated that he or she has readers. Victoria Roberts, operations manager at Hugo Bookstores in Massachusetts, wrote, “We consign self-published books but do not order them in unless they have a track record of success. If we sell a lot of your book on consignment, we would consider ordering from Ingram, but only if it is available at a full discount.”

Megan Waterman, owner of the Book Nook in Canby, Oregon, has been running her store for less than a year and has just begun incorporating local indie authors into the mix. Her process starts with their signing a contract. “Basically, we agree to carry their book for a set amount of time, and we keep a percentage of the sales,” she wrote. “We ask them to advertise on social media and [post on] their website that the books can be found here. Some authors are better at that than others. If the books don’t sell, they are responsible for picking up their inventory from us in a timely manner.”

Cindi Whittemore of Ink Spell Books in Half Moon Bay, California, said she appreciates self-published authors who understand their role in the process. “Just because you wrote a book doesn’t mean you are done,” she wrote. “There is still a lot more work to do; the marketing is up to you. I’ll do what I can, but that’s only so much, since I have 100,000 other titles that also need my attention. Look at me, the bookseller, as your partner, not your employee.”

Claire Benedict, co-owner of Bear Pond Books in Montpelier, Vermont, noted, “We have started to hold ‘How to Self-Publish Successfully’ educational events for authors. They’ve been very popular. Generally, we will carry a self-published book by a local author if it looks professional on consignment. For authors with a track record, we will buy them outright.”

One word of advice several booksellers shared for self-published authors: do not mention Amazon. Bear Pond’s Benedict wrote, “We do not carry Amazon-published books in our store, even for locals.”

Unorthodox book design was another no-no for booksellers. Emily Portwood, of Bob’s Beach Books in Lincoln City, Oregon, wrote, “We get a ridiculous number of books that have nothing printed on the spine, text printed the wrong direction, or words that are illegible. We get books that are much larger than the standard book size that won’t fit on the shelf.”

Like nearly all the booksellers surveyed, Portwood said she genuinely wants to help indie authors and finds it difficult to reject them outright—especially when it had to be done face-to-face. “If their books are not ready for prime time, we encourage them to rethink and try again in the future,” she wrote.

A version of this article appeared in the October 1, 2018 issue of *Publishers Weekly* under the headline, “Indie Booksellers Warm to Indie Authors.”





## Antonio F. Vianna

email: [simpatico1@juno.com](mailto:simpatico1@juno.com)  
[ViannaBooks4U.com](http://ViannaBooks4U.com)

**PWSD:** What aspect of publishing or writing are you involved or interested in?

**Tony:** I write books and screenplays. Since 2003 I've written 24 books (21 novels, 2 prescriptive works, and 1 historical fiction) and 11 screenplays (some are adapted from my books while some are original). The genres of the stories are drama, suspense, historical fiction, and true events. Often times the main characters are ordinary people trying to overcome extraordinary obstacles.

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

**Tony:** It all started when my ninth-grade English teacher didn't approve of my "writing style." That experience stayed with me for many years, well into adulthood, until one day I decided to prove to her and to myself that I could write and perhaps even write well. In a way, she was my muse!

**PWSD:** Did you have previous experience in writing?

**Tony:** I avoided writing as much as possible. It's a wonder how I graduated from high school, undergraduate and graduate schools, became an officer in the US Air Force, and worked as a human resources executive.

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

**Tony:** I'm involved in three projects: a movie script about a true story of a USAF sergeant's life during the first terrorist attack at the Frankfurt Airport in 2011; a story (either a book or a movie script) about actual female wounded warriors; and a novel with a working title of "It All Goes Back to Love."

**PWSD:** What guidance or lesson learned can you offer PWSD members?

**Tony:** While I believe that writing can be therapeutic, the purpose of my writing is not cathartic. I want to create an emotional experience in others... the reader and the movie viewing audience. Otherwise, there's no point to my writing.

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

**Tony:** I think I joined in 2003, and eventually was in charge of membership. It's all about the PWSD members who share passion about the craft; about camaraderie and community.

**PWSD:** What's a little factoid from your life or experience that people would find interesting and that would help us know a little more about you?

**Tony:** I am a "process" writer. This means I enjoy the development and the progression of writing the stories even when there is a mental block. Experiencing where I get my ideas is very gratifying because they come from within me and my environment ... who I am, who I meet, what people say and don't say, what people do and don't do, road signs, commercials, my dreams, etc. I usually read for research.

**PWSD:** Please provide any other information that you would like us to include in this profile

**Tony:** If no one knows about my stories, then they don't exist. This means that marketing is crucial and something I enjoy. Secondly, I must find my "voice" as quickly as possible...my motivation for telling the story, my main message to the target audience, and who I believe is the central audience. I write about what I want to write about, which may not necessarily be the "popular subject of the day." I rarely write for others, i.e., a writer-for-hire.

### Some of Tony's Books in Print

*Far from Ordinary* – Inspired by an Adventure of a World War II Soldier and an Unusual Souvenir

*Career Management and Employee Portfolio Tool Kit* (3<sup>rd</sup> Ed., nonfiction)

*Time and Money: The Old Man with the Pocket Watch*

*Scarlet Rose*

*Betrayal*

*A Tale from a Ghost Dance*

*Unordinary Love*

*Chase*

*Unintentional Consequences*

*Secrets Kept Hidden*

*Second Son*

*The Vampire Who Loved* – Book 3

*The Hiding*

*Bound and Determined*

*Talking Rain*

*The Interview* (nonfiction)

*Stranger on a Train*



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**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 Managing Editor, Glenna. Thank you for your continued support.

**Want to be profiled in PWSD's newsletter? Contact Bruce Rowe at [rbrowe@storysetfree.com](mailto:rbrowe@storysetfree.com).**

If your membership is current, Bruce will provide you with eight simple questions to answer. Then, along with your answers, send your full contact information, a head shot, and (d) one or two other images, such as book covers or action shots. Bruce will send your finished profile to *Publishers & Writers Monthly*.

**Get found in the directory: Email your bio & 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. 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 Olson 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. As a member, you save \$10 at every PWSD and PWOC meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD and PWOC in each newsletter issue.

***Let's All Welcome  
Our New Member Profile Editor,  
Bruce Rowe!***

***Contact Bruce Rowe at  
[rbrowe@storysetfree.com](mailto:rbrowe@storysetfree.com)***

***If you would like your profile to be featured  
in a future newsletter issue!***



## 2018–2019 Events Calendar

**Have an event/resource to report to the publishing and writing community?  
Send your information to Managing Editor Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)**

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

**October 26–28, 2018, Hyatt Regency La Jolla**

Whether you are an aspiring author who has yet to put pen to paper, someone intent on writing a book to augment your business, a writer on the cusp of submitting to agents, or someone who wants to know more about the different and ever-evolving methods of publication, the La Jolla Writer's Conference is the place for you. For nearly two decades, community, intimate classes, personalized attention, ambiance, and a dedicated and outstanding faculty have annually converged to provide an intensive experience where writing becomes habit, habit breeds success, and writers become authors. Contact: [lajollawritersconference.com](http://lajollawritersconference.com) for more details.

### **Submit Your Masterpiece to the Library Shop's Short Story Contest**

**Deadline: November 1, 2018**

San Diego's Shortest Short Story Contest is back! The Library Shop's 2nd Annual Matchbook Short Story Contest is accepting submissions now through November 1. Stories may be in any style or genre, but you must be able to fit your literary masterpiece inside the cover of a matchbook. The winning author will have his or her story printed on the official Library Shop Matchbook and will receive 50 free copies of the matchbook, a \$50 gift certificate to the Library Shop, and a limited engagement exhibition run in the Hervey Family Rare Book Room's tiny book display. Entry fee is \$5 per story, and all proceeds support the San Diego Public Library. <http://www.libraryshopsd.org/shortstory/>

### **Last Exit Writing Workshop + A Reading—In Partnership with The Library Shop November 3, 2018**

LAST EXIT is a new project in San Diego dedicated to showcasing local and visiting writers, providing low-cost workshops and readings to San Diego, and building community through editorial apprenticeships. Last Exit is thrilled to partner with the [Library Shop](#). Programming includes an evening reading and two public writing workshop offerings. The reading, at 7:00 p.m. in the The Mary Hollis Clark Conference Center, features Allie Rowbottom (author of *JELL-O Girls*), Bud Smith (author of *WORK*), Michael J. Seidlinger (author of *My Pet Serial Killer*), T. Greenwood (author of *Rust & Stardust*), and Stephanie Westgate (Last Exit's editorial apprentice and poet). Books will be available for sale at the Library Shop, and proceeds support the San Diego Public Library. The midday writing workshop (11:00 a.m. to 1:30 p.m., \$30 tuition) is "Speedwriting for Battling Writer's Block," taught by visiting writer Michael J. Seidlinger. The afternoon writing workshop (3:00 to 5:00 p.m., \$30 tuition) is "Practical Approaches for Writing & Editing a Novel" taught by visiting writer Bud Smith. Advanced online registration required; scholarships available. visit [www.libraryshopsd.org/events/LastExit](http://www.libraryshopsd.org/events/LastExit) for full details.

### **Writers Inner Circle Writing Contest**

Writers Inner Circle is sponsoring a writing contest through December 31, 2018 open to the public at large. All submissions will be judged by an independent panel. Tap into your muse and submit your creative writing entries through the website, [www.WritersInnerCircle.com](http://www.WritersInnerCircle.com). You can send as many entries as you'd like, in Prose/Poetry and/or Short Story form, 1500 words or fewer. Fees per entry: Poetry/Prose \$10 (\$25 non-WIC members); Essay \$20 (\$35 non-WIC members). Writers are encouraged to write what they feel inspired to write or visit our website, [www.WritersInnerCircle.com](http://www.WritersInnerCircle.com), and use the monthly themes to inspire your entry! Winners **will be included** in the 2019 edition of *WIC Magic, A Collection of Poetry, Prose and Short Stories*, the first of a yearly anthology to be produced by WIC Press Ink. WIC reserves the right to invite non-winning

writers to be **considered** for inclusion. For contest rules and regulations, visit [www.WritersInnerCircle.com](http://www.WritersInnerCircle.com). Specific questions can be addressed by sending an email to Candace Conradi or Olga Singer at [info@writersinnercircle.com](mailto:info@writersinnercircle.com).

## **SDSU Writers' Conference**

**January 31 – February 2, 2019, DoubleTree by Hilton Hotel, San Diego–Mission Valley**

Meet award-winning, best-selling, and thrilling keynote speakers, choose from dozens of workshops, get direct feedback on your writing from top-tier agents and editors, and network with agents, editors, authors, and fellow writers. Make 2019 your year to break through to publication! Registration is \$679. For more information, please write [sdsuwritersconference@sdsu.edu](mailto:sdsuwritersconference@sdsu.edu) or call 619-594-0670. You can also follow us on [Facebook](#), [Twitter](#), and [Instagram](#). (Interested in speaking at a future SDSU Writers' Conference? Complete the form on the website and send it to [directorsdsuwc@gmail.com](mailto:directorsdsuwc@gmail.com).)

## **33<sup>rd</sup> Annual Southern California Writer's Conference (Winter Session)**

**February 16–18, 2019 (Presidents' Day Weekend)**

**Crowne Plaza, 2270 Hotel Circle North, San Diego, CA 92108**

Any number of how-to books combined may not give a writer the one priceless bit of clarity that can make the difference between being published or not. Rejections by editors or agents seldom yield the reason as to why a manuscript doesn't grab them, and almost never reveals how it can be fixed to ensure that it ever will. Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish manuscripts that are ready for market consideration, having facilitated well over \$4 million' worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC empowers writers of every level with the vital tools, networking and industry prowess needed to sell their work. Plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others to discuss things on a more intimate level. Fall conference is limited to 150 conferees, and discounted pre-registration is now open. Winter conference is limited to 175 conferees, and pre-registration opens August 1, 2018. For complete information. For more details and registrations go to: [writersconference.com](http://writersconference.com)

## **IBPA Publishing University 2019**

**April 5–6, 2019, with Preconference Sessions on April 4, Chicago, Illinois**

Whether you seek interaction, deeper dives into topic areas, learning labs to incite action, thought leader discussions, or all of these, IBPA Publishing University learning formats meet you where you want to be. With options for inspiration, peer learning, in-depth exploration, and hands-on training across a wide range of subjects, you're in control of your own professional development. **Preconference workshops** offer in-depth practical instruction to enhance capabilities and critical skills (pre-registration required). **Preconference masterclass** offers in-depth advanced instruction aligned with knowledge advancement at a high level (pre-registration required). **Ask the experts** are 15-minute private consultations with industry experts (pre-registration required). **Community building** offers an opportunity to bond over shared experiences with other conference attendees. **Deep dive** is targeted development of skills and understanding featuring lecture-based instruction and audience Q&A. **Edutainment** involves creative and experiential formats designed to entertain and inspire. **Keynotes** allow industry experts to inspire by sharing unique experiences, knowledge, and ideas. **Learning labs** are a blend of lecture-based instruction, case studies, peer learning, and high levels of interaction. And the **sponsor informational session** is a blend of presentation and Q&A focused on a Publishing University sponsors' services.

**Learning levels.** IBPA Publishing University leaves it up to you to decide which content is most beneficial and appropriate for your level of experience. **Foundational [1F]** focuses on awareness and factual recall and is appropriate for those with limited experience of the subject area seeking introductory understanding of the content area. **Applied [2A]** focuses on understanding and comprehension and is appropriate for those with some experience seeking to build on, apply, or enhance existing knowledge using content in practical applications to master concepts. **Strategic [3S]** focuses on application and implementation of highly technical or detailed topics and is appropriate for those with substantial prerequisite knowledge seeking the most up-to-date information to heighten expertise.

**PWSD offers one scholarship to attend each year.** Contact Karla Olson, President, PWSD for more details. For more details on the conference, go to [publishinguniversity.org](http://publishinguniversity.org).

## 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). 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 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](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**

*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).

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 and OC Writing and Publishing Communities!**

*Newsletter & Social Media Team*

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