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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, February 23, 2019**  
10:00 a.m. – 12:00 p.m.

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

**Topic: “From Wedbush to Writing: My Journey to Ubiquitous Relativity”**

**Speaker: Ian Winer**

By most measures, Ian Winer was thriving in his finance career: he was making a lot of money; every major publication from *CNBC* to *The Wall Street Journal* to *Bloomberg* relied on Winer as a regular on-air contributor. But underneath all the accolades, he was unfulfilled and unhappy. While writing his first book, *Ubiquitous Relativity*, Ian was led to make a “psychic shift,” and he left his job and Wall Street behind to explore it.

In this unique talk, Winer will recount his life and publishing journey, and then discuss ways he is using his “ubiquitous relativity” in the marketing and sale of his book. He will share his inspiring new perspective on success, one especially relevant to authors. He'll discuss how to stay strong when you're making yourself vulnerable with your book, and he'll share how he stays focused on the purposes and goals he's captured in his book.

**Ian Winer** connects people to the truth of marketplaces and human behavior. His approach to analyzing and predicting outcomes is built on his philosophy of "Ubiquitous Relativity," a phrase he coined after a chance encounter at a stop light. His trademark offering is a source of fun and entertaining insight into markets that, more often than not, are born from his uniquely non-consensus thinking. Winer was so moved by this philosophy that he left a 22-year career in finance to "walk the walk."



A survivor of abuse, addiction, and “fear based” living, Winer spent his early years searching for the answer to life's major question: “Can I make a difference?” Living through multiple boom and bust cycles and going from penthouse to outhouse, Winer's story is one of rising from the ashes where we can all take heed. Ian's debut book, *Ubiquitous Relativity: My Truth Is Not The Truth*, describes the journey that led him to this life pivot; in bookstores June 4, 2019.

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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**

Sorry I missed you all at our January meeting. Robbie said, and I've heard from others, that Lee Wind did an excellent job and was overflowing with great marketing ideas. What a great way to start the year!

It was a rainy morning for PWOC members on February 2 (although it's great that we've been having so much rain), that only a few members showed up for Peter Bedard's presentation about how to sparkle in any interview. Peter is experienced, has a great story to tell, and is overflowing with valuable hints and tips for star power. That's why I've invited him to speak to PWSD in October. Although there's no PWOC recap this month, Peter will reveal all later this year at PWSD in Carlsbad. Believe me, you won't want to miss it, rain or shine.

On February 23, we'll welcome Ian Winer, investment guy turned author. He's going to tell us how writing a book has changed his life from miserable to fulfilled. He'll also recount how the strategies that made him so successful in investments can be applied to book marketing. This should be an entertaining and resourceful presentation.

And we've got more to share in upcoming months, including how to start a podcast, how to overcome your fear of public speaking, and much more. Please continue to join us for the education and community that come from being in this crazy and rewarding business together.

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

On March 2, Toni Patillo will share how to write, produce, and star in your own radio show, another great way to market your book.

*Attention all members:* PWSD members may attend PWOC meetings for the member price of \$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 at both locations!

**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 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, payable to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

*Continued on next page*

## ***President's Message—continued***

All members who want to be listed in the member directory must submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to 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 very affordable but to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.



*Read Local*



The Encinitas Street Fair is coming up April 27 and 28. Sign up for the Read Local newsletter to be alerted to the sign-up for the coop booth, coming soon.

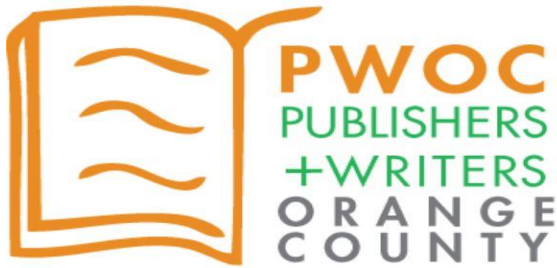
Please visit [www.readlocal.org](http://www.readlocal.org) to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Booksellers, librarians, producers, and event planners 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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**and let us know  
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. **Have 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, March 2, 2019, for*

## “Promoting Your Book on Your Own Radio Show”

*Presented by Toni Patillo*

Having your own radio show can lead an author to tremendous credibility, visibility and book sales. Toni Patillo shares her experience and know-how from creating, producing, and starring in several on-air shows. Key strategies are terrific storytelling, connecting with your guest but making listeners feel like they are part of the conversation, and having a basic understanding of the production elements of radio. You need to identify, invite, and prepare magnetic guests, while promoting your own expertise. Getting and managing sponsors is another essential ingredient, as well as marketing both the show and the sponsors. Finally, repurposing the show can make it an effective marketing strategy for years to come. Toni will discuss all these ideas and many more, gleaned from her years of on-air experience.

**Toni Patillo** is an award-winning entrepreneur, motivational speaker, educator, blogger, and host of Call Toni Real Estate Radio, a weekly radio show broadcast in the Greater Los Angeles area on iHeart Media's channel, The Patriot AM 1150.



# What You Need to Know About Endorsements

Steve Gillen

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Endorsements are good for business. We know this intuitively. And a 2012 article in the *Journal of Advertising Research* confirms it empirically, reporting that in a study of more than 300 endorsement deals over nearly two decades, endorsements resulted in an average 4% increase in weekly sales of the endorsed products.

Sophisticated advertisers know this—Nike reportedly spends more than a quarter of its \$1.7 billion annual advertising budget on endorsement—but so do unscrupulous advertisers. So, the Federal Trade Commission has made it a practice to monitor and police the use of endorsements and testimonials and has, since 1980, published and periodically updated guidelines for their use.

The basic principles are constant and straightforward:

- Endorsements must reflect the honest opinion or experience of the endorser.
- An endorsement may not convey to customers an express or implied claim that would be deceptive if made directly by the advertiser.
- Any connection between the endorser and the seller of the product that might affect the weight or credibility of the endorsement must be fully disclosed.

But the application of these principles has evolved and become more complex with changing methods and media of advertising. Let's take a look at how they are applied in several contemporary contexts.

## Reader Endorsements

An ad on your website or copy on the back cover of your book that features readers touting what they accomplished with the aid of your book needs to be true, substantiated, and typical. The reader must have read and acted on the advice of your book. Any claims made by the reader will be evaluated as if you had made them directly, so you will need adequate substantiation to support the claim (including competent and reliable scientific evidence; reader testimonials themselves are anecdotal and do not constitute such evidence). The claims made by the reader must be typical of what other readers will achieve; you must have substantiation for this, and, if you don't, you must clearly and conspicuously disclose the generally expected result in the circumstance depicted. There was a time when the disclaimer "results not typical" was considered adequate for this purpose, but no more. The FTC [Federal Trade Commission] now believes such disclaimers to be ineffective and so has amended its guidelines to require an express, affirmative disclosure of what is typical.

As an example, if the back-cover copy of your new diet book featured before and after pictures of a reader with the claim he lost 100 pounds in 100 days following the regimen prescribed in the book, unless this is typical of what other readers have experienced, your back cover copy would have to conspicuously disclose what the average reader does actually accomplish.

## **Expert Endorsements**

If your website or back-cover copy includes endorsement by someone who would be perceived to be an expert (in the example above, this might be a medical doctor or nutritionist), then the endorser must in fact have those credentials and their claims must be based on an actual, professionally competent evaluation or test.

In the case of an expert, because this person is a professional in the business of providing expertise and advice for compensation, the FTC assumes that your readers presume the expert was paid by you. This represents a material connection that, were it not obvious, would have to be affirmatively disclosed since it would likely influence the credibility your readers assign to the endorsement. Such connections are not always obvious, however, as is sometimes the case with bloggers.

## **Bloggers**

If a blogger buys your book and reviews it online, you are not responsible for what they say. But if you pay a blogger to review or plug your book, or if you provide the blogger with free copies or with other perks with the understanding, they will promote your book, then there is, under these circumstances, a material connection between you and the blogger. This will affect the credibility of the review in the eyes of consumers, and this relationship must be clearly and conspicuously disclosed. There is no special language required as long as the consumer gets the information she needs to decide how much weight to give the review. It might be as simple as “Publisher A gave me a free copy of this book to preview and ....”

And, in the case of a compensated blogger, anything the blogger says will be attributed to you, so the blogger cannot say anything about the book that you couldn't say yourself. This means the blogger cannot make claims for which you do not already have in hand competent substantiation.

If there is a failure to make a necessary disclosure, both you and the blogger will be responsible even if you did not exercise any control over what the blogger said. But the FTC has advised that when enforcement actions are necessary, it will be the advertiser, not the blogger, who is the focus of those enforcement actions.

## **Reviewers**

The ubiquitous back-cover blurbs have long been viewed with a skeptical eye. They are generally understood to have been culled, pared, and isolated from context to leave just a few glowing superlatives. Consumers understand them for what they are and are not misled by them.

More problematic are the longer reviews left by reviewers presumed, but not always justifiably, to be independent. Amazon has purged thousands of suspect reviews from its website based on suspected connections or financial interests the reviewer might have in the book reviewed, with the author, with the publisher, or in a competing book.

## **Disclosures and Disclaimers**

When you are required to make a disclosure or disclaimer, it must be clear and conspicuous. This has always meant avoiding legalese and mouse type, but it takes on some additional complexity in the often pithy world of social media.

Proximity and prominence of the disclosure are critical. The disclosure should be located proximate to the claim to which it relates and should be of equal prominence (comparable type size, weight, and color—if the claim is a flashing animation, then the disclaimer had better flash, too). Readers should not have to scroll to find your disclosure, but if they do because the disclosure is lengthy or otherwise difficult to place next to the claim, then you must use proximate text or visual cues to encourage readers to scroll to the disclosure. A vague “see details below” will not suffice, but a more specific “see below for conditions on your right to return your purchase for refund” would likely pass muster. Where scrolling is necessary, then the disclosure should be unavoidable (i.e., the reader should not be able to proceed with a transaction without scrolling through the disclosure).

## Hyperlinking to a Disclosure

Hyperlinking to a disclosure is generally discouraged, especially when it comes to health and safety information. Do not simply hyperlink a single word, a short phrase in text, or a subtle icon. Instead, make your hyperlink obvious, label it to ensure the reader understands both its relevance and importance, place it as close to the relevant claim as possible, and take readers directly to the disclosure.

Make sure you account for viewing your promotional messages across all platforms (including small screen and mobile devices). A disclosure needs to be conspicuous regardless of the device on which it is placed. Twitter, with the 280-character limitation, has its own special challenges. If your endorser is paid to tweet about your book, the endorser's tweets must disclose the connection. A hashtag like "#paid ad" uses only eight characters and would probably be effective for this purpose. That the mode of social media will not reasonably accommodate a disclosure is no excuse. The FTC has taken the position that if any given method of reaching your audience cannot deliver the entire, non-deceptive message, then it shouldn't be used at all.

## Different Rules for the Inside and the Outside

Until 2009, the FTC reviewed book advertisements under what it termed the "Mirror Image Doctrine." Ads that quoted or mirrored the contents of the book or that merely expressed the opinion of the author were thought to be shielded from government regulation by the First Amendment. But in 2009, after a series of court decisions tightening controls over commercial speech, the FTC abandoned its Mirror Image Doctrine. Now, while what is in your books is insulated from government editors by the free speech and press provisions of the First Amendment, the messages that appear on the back cover (or on your website or even on a blog influenced but not operated by you) to promote or sell your book constitute commercial speech, which enjoys only very narrow protection. Furthermore, commercial speech deemed unfair or deceptive enjoys no protection at all. Just be sure you understand where the line is drawn between editorial and advertising and the different rules that apply to each.

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*Steve Gillen is a lawyer and partner in the intellectual property firm of Wood, Herron & Evans and has focused his practice on publishing and media matters for 35 years. He is a member of IBPA and is a frequent contributor to IBPA's The Independent. This article was excerpted from Guide to Rights Clearance & Permissions in Scholarly, Educational, and Trade Publishing (Textbook & Academic Authors Association, 2018) He can be reached at [sgillen@whe-law.com](mailto:sgillen@whe-law.com) or 513-707-0470.*



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you like us!**





**Penny S. Tee**  
Orange County, California

[www.PennySTee.com](http://www.PennySTee.com)  
[Penny@PennySTee.com](mailto:Penny@PennySTee.com)

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

**Penny:** I've just finished my book, *Blasted from Complacency: A Journey from Terror to Transformation in Israel*. It should be available by May. I also have an online writers' support group called Writers4Writers, which I founded over three years ago.

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

**Penny:** I was blogging for my website, "We 'R' Moms," and had written business documents for many years. Then we went to Israel in July 2014 on a family vacation and found ourselves in the middle of war. We toured incredible, historic and sacred places—and hid in bomb shelters. I'm still trying to get over the Jewish guilt of taking my son to war for his bar mitzvah present!

I saw the discrepancy between what I had learned in Israel and what was broadcast on the news, and it made me want to do something about it. Israel is portrayed as a maniacal bully that has a goal of killing Palestinians; I had learned this was not true, and many other facts, during our vacation there. In my book, I cover what I learned. It's too complicated to go into here, but suffice to say parents on both sides would prefer to have their children able to play safely in their backyards.

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

**Penny:** Prior to writing my blog, I was a consultant and accounting manager with over 17 years of business writing experience.

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

**Penny:** You'd never recognize my life today with what it was before our trip. Today I am an author, professional speaker, and blogger at [www.PennySTee.com](http://www.PennySTee.com).



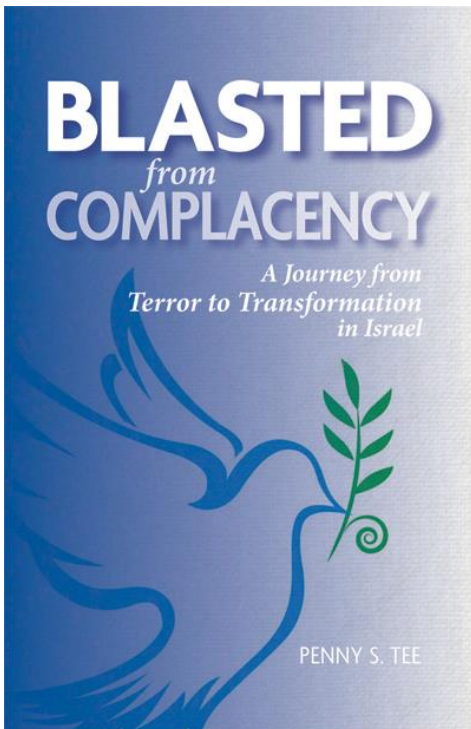
The impact of being human targets made me want to work on Peace (yes, I know it's not normally capitalized—but I believe it's too important not to). Writing my book made me realize that I'd been working on Peace all my life, but it had been internal. I believe I was *chosen* to write my book and consider it not only my memoir, our adventure, and my transformation, but my "ethical will"—capturing my beliefs.

I am independently publishing my book, so I'm working on approving the internal design, back cover and spine; acquiring testimonials; and running a Kickstarter campaign.

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

**Penny:** It has been my experience that costs in writing a book—both time and money—can be significantly underestimated, especially if you're a novice. I attended both a PWOC and PWSD meeting where each marketing speaker had been successful running Kickstarter campaigns, so I thought, *Hey, why not try it?*

First advice if you're interested in running a Kickstarter campaign, though, is to thoroughly research how to run a successful project. Turns out the majority of success for your campaign relies on your family and friends supporting you through pledging and spreading the word. A significant drawback to Kickstarter campaigns is that if you don't meet your financial goal by the deadline, you don't get any money. *Bubkis!* (The *nice* Yiddish definition is *beans*.)



Although most campaigns fail financially, many do succeed. Be prepared to interact with your supporters extensively and possibly give your campaign a marketing *boost* from a company skilled with crowdsourcing. But—scam alert!—there are many such companies who are willing to say they will help you. So whom can you trust? I'm uncertain, but I'm trying a program now. We'll see how it turns out.

There are other crowdsourcing formats without the severe penalty of getting nothing if you don't meet your goal, but I selected Kickstarter because it seems to be the playground authors choose. Kickstarter was built for creative projects.

By the way, I'd be grateful for your support at <https://www.kickstarter.com/projects/pennystee/blast-from-complacency-family-vacation-war>. For you to pledge my project, as well as share it, would both be appreciated. Thank you!

Another lesson I've learned recently is that once your book is finished and you begin to share it with the world, be prepared to feel like you're running around naked in public. (Yep, at 63, I feel a bit challenged by both gravity and my nerves.) After years of writing and rewriting in your creative womb (in my case having hired professional editors to point out

my errors), you get to come out of your storied cave having given birth to your literary baby and revealing what you've been working so diligently on. Your soul will be on display for others to critique—oy. It's time to put on your big girl panties and remember you are good enough, *right?* I mean *right!*

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

**Penny:** I joined about three years ago. PWSD and PWOC have made significant contributions to my knowledge about publishing. Writing the recaps for PWOC for the newsletter has made me pay particular attention to all of our knowledgeable speakers every month. Not a month goes by when I don't learn tons of essential publishing and writing information that moves my writing career forward.



**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 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.

***Do You Know 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!***

## 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)*

### **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 reveal 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. Winter conference is limited to 175 conferees. For more details and registration, 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). The **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 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 who seek 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).



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



## 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) for the first 11 months of the year—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!**

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