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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, June 29, 2019**  
**10:00 a.m. – 12:00 p.m.**

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

**Topic:** **“The Introvert’s Guide to Public Speaking”**

**Speaker:** **Shannon O’Dowd**

Most authors are introverts, but in order to promote their books they need to talk about them—sometimes in front of lots of people. To many, this is terrifying. Speaker, on-air talent, and coach Shannon O’Dowd offers strategies and exercises to eliminate your jitters and perform like a pro. O’Dowd starts by explaining humans’ psychological perspective on public speaking and how to alter it. Then she offers numerous tactics for speaking more naturally, such as memorizing your open and close while outlining the rest of your speech to deliver in an easy and natural way. O’Dowd will help any author to conquer their fears so they can market their book with confidence and flair.



**Shannon O’Dowd** is a TV Host/Spokesperson as well as an on-camera coach and media trainer who specializes in TV hosts, influencers, and experts. Originally from St. Petersburg, Florida, with a degree in Theatre Performance from Florida State University, she has been working on both sides of the camera (as on-camera host and a coach), for well over a decade.

As on-camera talent, she has been the spokesperson for several national commercial campaigns, including Cable One, Sunsweet Raisins, OfficeMax, Invisalign, and Nissan. As a host, she has been on QVC as well as being the face of many spots in the infomercial world, including Keurig, Aerobed, Instant Figure, Nano Gym, Lipozene, Bankruptcy Legal Network, etc.

As a coach, she has clients on the *Today Show*, *the Doctors*, HGTV, Hallmark, WE, DIY, QVC, and HSN, and on talk shows, news appearances, morning shows, and more! Her training focuses on camera technique, brand messaging, talking points, and sound bites for TV Appearances, Press Junkets, Talk Shows, Social Media, etc.

She is also co-author of *The Ultimate On-Camera Guidebook: Hosts\*Experts\*Influencers*.

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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**

I'm so sorry I missed Margaret Brown's presentation (though I had a good excuse—two of my children graduated from college!). From what I have heard, she gave a great and inspiring presentation about how to connect with your online audience and how to better manage your social marketing efforts so they are more effective. Thank you to Jeniffer Thompson and Leann Garms for hosting the meeting.

We look forward to seeing you all again in June, when Shannon O'Dowd will help us all become better speakers. Many authors, while they are writing their books, don't think that one day they're going to have to stand up in front of a crowd and talk about their books. But if they want to be successful, they'll have to—and do it well. Shannon, experienced both on camera and as a coach, will share her best secrets for effective public speaking, even if you are terrified.

We've got a real treat in store for July. Richard Williams, president of book distributor Independent Publishers Group (IPG) will join us to talk about how to get your book accepted for broader distribution to bookstores and other accounts. He'll present IPG's different programs and how to prepare for this next step in your publishing journey. You won't want to miss this.

In August, successful publisher Ian Talbot, from i30 Media, will share his Amazon Deep Dive. He'll bring you up to speed on all of Amazon's special programs and how to make them successful for you and your book.

Join us for a great summer of publishing success.

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

Thank you PWOC Publishing University Scholarship winner Eve Gumpel for sharing, earlier this month, what you learned at this year's conference.

In July we are pleased to have the PWSD scholarship winner share the best ideas she gleaned at PubU 2019. Thank you, Cornelia Feye, for representing PWSD and sharing what you learned.

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!

*Continued on next page*

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

### **PWSD/PWOC Membership**

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

Reminder to all members: Submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be 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 robust and informative website, [www.ibpa-online.org](http://www.ibpa-online.org).

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



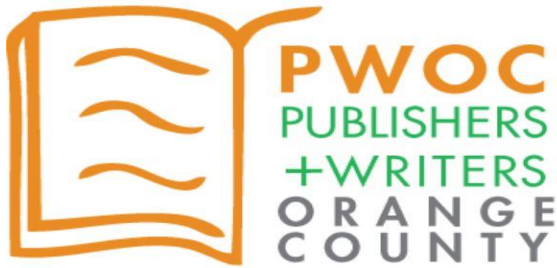
*Read Local*



### **Read Local News**

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.





[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, July 6, 2019, for*  
**“Big Picture—Small Picture: The State of Indie Publishing  
and a To-Do List for Indie Publishers”**  
**With Cornelia Feye**



This presentation will provide a short overview of the Publishing University programs and the big picture of Indie Publishing evolution at this moment. It will then give specific advice on step-by-step actions small publishers can take to advance their business, as extracted from workshops at IBPA's 2019 Publishing University.

**Cornelia Feye** is the founder of [Konstellation Press](http://KonstellationPress.com), an independent publishing company for genre fiction and poetry at the intersection of art, music and literature. She received her M.A. in Art History and Anthropology from the University of Tübingen, Germany. She has over 20 years of professional museum and teaching experience in New York and San Diego. Her first novel, *Spring of Tears*, an art mystery set in France, in was published in 2011, and it won the San Diego Book Award for the mystery category. Her second mystery, *House of the Fox*, is set in Anza Borrego Desert and San Diego. Her third novel, *Private Universe*, a coming-of-age story and art mystery, was released in 2017. Publications include art historical essays and reviews in English and German.

## *PWOC Meeting Highlights, June 1, 2019*

# “Insights from IBPA’s 2019 Publishing University”

*Presented by Eve Gumpel, Good Writing Matters*

At our PWOC meeting on June 1, we had the pleasure of learning from Eve Gumpel, owner of [Good Writing Matters](#) and founding partner of [Women Lead Publishing](#). Eve was the happy recipient of the IBPA scholarship to attend the IBPA (Independent Book Publishers Association) annual conference, IBPA Publishing University, for self-published authors, indie authors, and independent publishers. PWOC also provided a stipend toward travel expenses. An added bonus, as always, was the experience of the PWOC members in the room who contributed their expertise as Eve reviewed what she had learned.

Eve told us it’s impossible to attend everything in Pub U’s fully packed schedule, so attendees needed to choose from among concurrent sessions. It sounded like a worthwhile event that I’m considering attending



April 3–4, 2020, especially since it will be in Redondo Beach, California. Eve’s announcement put a smile on my face—traveling expenses to promote your book can be very expensive. Predicting the ROI (return on investment) of attending various events can be a crapshoot.

Eve was a great candidate, as she spent more than 30 years as a journalist and PR specialist before becoming an independent book editor and partner in a publishing business. Women Lead Publishing’s last four books all earned best-seller status on Amazon. I can personally speak for her talent as an editor, as she worked on my book, *Blasted from Complacency: A Journey from Terror to Transformation in Israel*, and she was a pleasure to work with.

I have to say it was also great to see Maralys Wills at our meeting. When I started the journey of writing my book, I was a newbie and attended Maralys’s amazingly long-tenured (35 years) memoir-writing class as a first phase. I’m proud to say after five years I just offered my eBook on Amazon as a pre-sale and my heartfelt story will be released July 2.

Not only is Maralys an award-winning teacher, but she’s also published many books traditionally as well as

through self-publishing. She just finished writing her latest book, “So You’re Eighty: Time to Use Your Bag of Tricks.” Maralys will soon turn ninety years young. Always trying to keep ahead of things, though merely in my sixties, I found as she was mentioning “issues” that I already had—oy.

At the IBPA conference the more than thirty varied sponsors and vendors ranged from printers and audio producers to author/speaker/consultants. One company helped publishers keep track of royalty payments, especially useful when a publisher has over twenty titles.

Dominique Raccah, owner of Sourcebooks, was the keynote speaker. She started out in a spare bedroom and by raiding her own 401k to fund \$70,000 into her new publishing company, even though she didn’t have any experience. (I certainly could relate to that; it seems I forge into the unknown daily as I move forward on my publishing journey.) Today she is the 10<sup>th</sup> largest indie publisher in the country, and Sourcebooks is the largest woman-owned publisher, with 150 employees. Who wouldn’t want that ending to their story?

Ms. Raccah said that Sourcebooks authors frequently make the *New York Times* Best Seller list. She says what makes her different is that “we publish authors, not books.” This was an interesting yet slightly confusing point, since Lynette Smith said she’d always heard that the *New York Times* says it does not allow indie publishers to compete for this revered distinction. The question was not definitively answered during Ms. Raccah’s presentation, but the impression was that Sourcebooks had evolved to publish books also in a traditional fashion, which allowed for the disparity.

She’s also taken books that were unsuccessful under other publishers, repositioned them, and helped them succeed. Her talk revealed the *before*s and *after*s of success. For example, *A Stranger in the Kingdom*, about a female Muslim doctor in Saudi Arabia, was retitled *In the Land of Invisible Women*, taking the emphasis off of the character and putting it on the reader.

She had another young adult novel called *The Weight of Bones*, about two sisters. One sister excels but gets cancer, and the book is about how her sister feels about the situation and deals with it. Ms. Raccah retitled it as *I’m Not Her* and changed the cover to have a *lighter* feel, which later led to success.

Ms. Raccah made a point to say “Don’t listen to the naysayers.” Unfortunately, there’s too much negativity in this world, and people often freely offer their unsolicited opinions. How many dreams have been crushed by someone



else’s lack of imagination while the dreamer forevermore wonders what would have happened if only....

Categories are very important for aligning your book with its readers. It isn’t a straightforward process, and categories are not available in all genres. She suggested visiting bookstores to evaluate the best category for your particular niche.

Publishers should concentrate on their vision and mission, select what they want to publish, have a strategic purpose and, after all the planning, be sure to apply it. They should be mindful and learn the ins and outs of publishing, consciously review what works and what doesn’t, make sure they get the right butts in the seats on the publishing team, and, finally, be sure to celebrate successes.

Eve also attended a panel on book distribution. IngramSpark and Independent Publishers Group (IPG) were two full-service distributors on the panel; however, they operate differently.

The purpose of using a distributor is to sell more books. IngramSpark charges a \$49 setup fee, but it’s free to IBPA members. IngramSpark is a division of Ingram. Distributors help with expanding your customer base to bookstores like Barnes and Noble or libraries. Increasing your distributors beyond Amazon gives you more exposure and more legitimate presence as an author.

Kindle Direct Publishing (KDP) also has expanded distribution similar to what Ingram does. However, it puts the book in Ingram’s catalog, but the ISBN is a KDP ISBN, so author beware: You don’t own your book in these circumstances. With Ingram, be assured you *do* own your book.

The consensus at PWOC was that authors should be both on Amazon and with distributors to cover the bases. There also are out-of-the-box ways to sell your book, including the military, Costco (you have to go through hoops to get in the store and sell at least 30 or they won’t have you back), catalogs, fundraisers (but beware of

non-profits that are comfortable if *you* don't make a profit either), museums, gift shops, retailers, and schools. You can also consider hiring services who are independent sales agents.

Maralys also warned about book events where you are charged \$100 to \$400 for a table but end up with no audience. Speaking is often a better vehicle to make money. If you need to have larger volumes of books on hand, check out offset printing for a lower cost per book. At times, large customers may require you to remove specific information from the book, and you'll have to decide if this works for you.

A topic of interest we all shared toward the end of the meeting was what publishing books in the future might look like. It was assumed that in the future you will request a book and it will immediately be printed, or maybe a chapter at a time will be released. How about a recipe at a time, if your writing passion is a cookbook? Publications that discuss these types of trends include *Publishers Weekly*, the Association of American Publishers website, and *Publishing Research Quarterly*.

Our meeting was another enjoyable learning opportunity amongst our members. Since next year the IBPA Conference is in Redondo Beach, consider attending—I know it's on my calendar!

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*PWOC Scribe Penny S. Tee is a nonfiction writer, speaker, and blogger. Her book "Blasted from Complacency: A Journey from Terror to Transformation in Israel," is currently selling on Amazon in a 70% off pre-sale and will be launched July 2, 2019. It is 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 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.*



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## How Books Can Lead to Adventures... and More Revenue

By Michael C. Higgins, Ph.D.

*Reprinted with permission from IPBS, May/June 2019, Vol. 37(3), pp. 28-29*

How many times have you heard someone say to you, “You’re never going to make a lot of money from selling yours books. Money is made from how your books can open doors to make money in other ways.”

I’ve definitely heard that way too many times. And while I don’t want to believe it. I was fortunate to be thinking this way at the start. From the beginning, my company, Exploring Wine Regions, began looking at other ways to make money with our books. First, we signed a deal with one of the largest book distributors to sell our books to the traditional bookstore market, giving us the freedom to pursue other nontraditional markets. I looked at non-bookstore avenues to sell our books. Being that we produce wine and travel books, we expanded our retail base by selling our books through wine shops and travel stores. This has been an excellent source of additional revenue. Selling through wine shops and travel stores gives us a much bigger margin; because our distributor is not set up or interested in this distribution, we get to keep the profit. Further, we’ve worked with our wine shop owners to produce author-led trips to wine regions.

Today, our author-led trips have become our best source of revenue. (And they’re a whole lot of fun!) Think about it: This additional business forces us to be in beautiful wine regions, often times sitting outside taking in the spectacular views, drinking extraordinary wines, eating sensational foods, and hanging out with professionals and consumers who are passionate about food and wine experiences. There’s nothing more exciting than traveling to wine regions and enjoying the amazing foods, wine, and cultures in a behind-the-scenes insiders’ experience. This is what we offer to our readers, which creates considerable revenues.

Do the math. When selling to bookstores, typically 50 percent of the revenues goes to the bookstore and then another 25 percent to the distributor and wholesaler. Add on top of that the cost of producing and printing the books, plus promotion. In the end, I do not need to tell you how many pennies might be left over to keep.

The math is better for producing trips. When travelers are paying thousands of dollars to go on a trip, it’s easy to keep hundreds of dollars as a profit from each person. This is dramatically different comparison from profiting only a few dollars on book sales.

Exploring Wine Regions produces two types of author-led trips. One is where we work with our wine shops, whereby they market our author-led trips to their customers and get a profit for their success as well. The math is similar for them; they can make a few dollars on a bottle of wine or a few hundred dollars on a trip. It’s a great value added for the wine shops to give their customers opportunities to learn and experience more about wine. Our books help them sell wine and trips, and their wines help sell books and trips. This is a very good relationship we have created with our customers, which goes well beyond the straight bookstore sale. It’s significantly more profitable for everyone.

The other author-led trips we produce are for our direct relationships with readers. Over time, we have built a good database and an excellent reputation with wine lovers who can’t wait to go on the next trip with us. Why? We share their passion. We offer them unique trips they could never buy. That’s what makes it so desirable and profitable. They are not just going on a trip with an author; they’re going in the back door to meet the people at the forefront of food, wine, and hospitality. Through producing our books, we develop extraordinary relationships and personal friendships that become the backbone to what we offer our readers who travel with us.



So, how can you translate this opportunity to you book business? Hopefully, you are passionate about your books and their content. And your readers must be passionate as well, which is why they are buying your books. Take this passion and figure out how to give your readers an extraordinary experience with the passions you both share. You certainly have the insight to deliver what your readers are reading about in your books in a manner they could never do themselves. If you can do this, then you now have an excellent alternative revenue stream—in a very big way.

Nonfiction and how-to books might seem the easiest to find these opportunities. How-to books can translate into greater how-to events you could produce. Anything nonfiction has factual content that you can expand upon for additional activities with your readers, bringing in alternative revenues. Fiction could work as well. We all love fantasies. If you can carry out and deliver the opportunity for fantasies related to your books, you've got a big winner. Even people who don't read your books will pay to experience the fantasy.

The old saying, "Do what you love, and the money will come" is the right inspiration here. Whatever your passion is behind your books, it is the resource for creating alternative revenues. This is a passion both you and your readers share, so the opportunity is exciting and profitable.

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*Michael C. Higgins, Ph.D. has over 25 years of experience as a photojournalist and publisher of books and magazines focused on luxury travel, food and wine, and experiential journey. He can be reached at [trips@exploringwineregions.com](mailto:trips@exploringwineregions.com)*





## Susie Schaefer Author/Actor

*susie@finishthebookpublishing.com*  
*www.finishthebookpublishing.com*

### What first attracted you to writing?

I've always been a writer; I just never knew it. In high school I won a short story contest. I loved reading and was a top student in all my English classes. In 2012 I received confirmation that I was truly a writer when I was published in an anthology titled *Speaking Your Truth: Courageous Stories from Inspiring Women*.

### What is your previous experience in writing?

Besides being published in *Speaking Your Truth*, and before working in the publishing industry, I spent over 30 years in corporate America with a career ranging from human resources to working in radio to managing a non-profit organization for abused and neglected children. My experience spanned writing employment and training manuals to drafting grants, creating marketing content, and writing ad copy for radio clients. While I love to write, it's truly the experience of helping authors produce a fantastic book that I love most.

### What aspect of publishing or writing are you involved or interested in?

I had the opportunity to work with a dear friend, who took me under her wing and taught me everything there was to know about the world of self-publishing. I honed my skills and became a Certified Publishing Consultant, guiding authors through the process of writing, editing, and producing their book.

Today I own a successful self-publishing company called Finish the Book Publishing that helps authors navigate the waters of publishing, from working with a writing coach and editor, to cover and interior design, book marketing, and setting up authors' accounts to avoid costly mistakes. Many of the authors I work with are newbies to publishing, and my expertise helps them publish professionally.

Part of what I love about my work is that I get to help authors, training them along the way, being a cheerleader for them, and teaching them about book marketing and the business of selling books. It brings me great joy to help authors bring their books to life, with something that they can be proud to call their own.

### **What are you working on now?**

I have authors in various stages of publishing. Two of my authors just launched their books—one had a successful book launch party and is creating an amazing following, and another made it to Amazon Best Seller status, creating a lot of buzz for her book and business. Another author who published last year just won a book award and is working on his second book.

I also love teaching workshops about the publishing industry, how self-publishing works, how to keep your royalties and rights, what costly mistakes to avoid making, and what makes a book look self-published versus professionally published. There's a whole lot of information out there, and teaching writers how to become authors helps them get started on the right page (so to speak).

And I'm working on my book, a personal journey about how I left an abusive marriage and found happiness, and how others can do the same. While I'm still in the writing phase, I'm planning to have my book released in early 2020.

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

So many first-time authors try to publish on their own, without having someone to take them through the process step by step to make sure the result will be a well-edited book with a beautiful cover.

Don't take shortcuts. It may seem like a small thing, and when you're talking about the cost of self-publishing it can be enticing to try to do it yourself. But in the long run, you're much better off using professional services—editors, layout and cover designers—and vetted vendors. Not only will this create a better book, it will be easier to get reviews, market your book successfully, and create a platform for future projects.

### **How long have you been a member of PWSD, and what's your objective in joining?**

I just joined PWSD in May, and my objective is to meet other people in the industry whom I can help—whether that's teaching classes and workshops, group coaching for authors, one-on-one assistance, or working with an author on a whole book project.

Please let me know how I can help the organization. I would love to teach classes, offer workshops, and speak about my experience as a writer and publisher.

### **Anything else you'd like to add that will help us know more about you?**

Ooh, this is a fun one. I'm an actor. Most of my work was in commercials in Denver, Colorado, where I lived for 25 years. While I don't seek out acting work anymore and am focused on publishing, if something landed in my lap, I'd consider it.



**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)*

### Building a Business Around Writing

July 8, 2019

#### UCSD Extension Online

PWSD member and award-winning writer Andrea Susan Glass of WritersWay will be teaching a three-week course for UCSD Extension online. “Building a Business Around Writing” teaches why and how book authors/publishers and “freelance” writers like ghostwriters and journalists need to consider themselves business owners so they can be successful and profitable as writers. Sign up at <https://extension.ucsd.edu/courses-and-programs/building-a-business-around-writing>.



### Southern California Writer’s Conference

September 20–22, 2019, in Irvine: Details at [WritersConference.com/la/](http://WritersConference.com/la/)

February 14–16, 2020, in San Diego: Details at [WritersConference.com/sd/](http://WritersConference.com/sd/)



### 32<sup>nd</sup> Annual IBPA Benjamin Franklin Awards

September 30, 2019—First Call

December 15, 2019—Second Call

#### Independent Book Publishers Association

The Independent Book Publishers Association’s annual book award program celebrates the vibrant indie publishing community and recognizes excellence in book editorial and design. Publishers of print books or audiobooks with a copyright date of 2019 may enter the competition and will be accepted within either deadline. Books submitted with a copyright date of 2018 will not be considered. Books submitted with a copyright date of 2020 will be moved into the next year’s competition. Cost is \$95.00 per title per category for IBPA Members, or \$225.00 for the first title, which includes a one-year membership in IBPA; \$95.00 per title per category for second and subsequent entries. Entry form and guidelines for submission: [info@ibpa-online.org](mailto:info@ibpa-online.org). Contact information: IBPA 1020 Manhattan Beach Blvd., Suite 204, Manhattan Beach, CA 90266, telephone: 310-546-1818, fax 310-546-3939.



## La Jolla Writer's Conference

October 25-27, 2019

Hyatt Regency La Jolla at Aventine, 3777 La Jolla Village Drive, San Diego, CA 92122

Whether you're 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. Ready to take your writing to the next level? Want to receive personalized feedback from NY Times bestselling authors and pitch your project to literary agents and publishers. Want to learn to use your book to build your brand or business? Check out the 18th annual La Jolla Writers Conference. Over 70 intimate classes for writers of all levels and genres. This 3-day weekend conference boasts a 5 to 1 student to faculty ratio and a huge variety of classes covering the craft of writing, publishing, business development, and promotion. October 26-28, 2018. Enrollment limited to 200. Register today at <https://www.lajollawritersconference.com>. Use promo code LJWCFFB to save \$50.



### Member Announcements

## PWSD Members Finalists in the 2019 San Diego Book Awards

The San Diego Book Awards Association, celebrating excellence in San Diego writers, is pleased to present a full listing of the 2019 winners at <http://sandiegobookawards.org/2019-winners/>.

Among these winners are the following PWSD members whose names we recognized:

- **Cherie Kephart**, for Best Published Memoir:  
*A Few Minor Adjustments: A Memoir of Healing*
- **Cornelia Fey** (co-author with Tamara Merrill), for Best Published Anthology:  
*Magic, Mystery, & Murder: 2nd Thursday Writers, Short Story Anthology*
- **Anna-Marie Abell**, for Best Published Sci-Fi/Fantasy, and also the 2019 Geisel Winner:  
*Holy Crap! The World Is Ending! How a Trip to the Bookstore Led to Sex with an Alien and the Destruction of Earth*

Congratulations to all the writers, editors, and publishers involved in these works! (Note: If you're a PWSD member who won an SDBA but didn't see your name listed here, notify newsletter Editor [Glenna Bloemen](#) and we'll include your name in an announcement next month.)



## 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/pwpsd-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

**“PWSD likes Facebook!”**  
**Visit us on Facebook today**  
**and let us know**  
**you like us!**



*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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