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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, July 27, 2019  
10:00 a.m. – 12:00 p.m.

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

**Topic:** “Best Practices for Book Distribution”

**Speaker:** Richard Williams

## **Rare Opportunity to Hear Richard Williams— A Must Attend Event!**

Richard Williams, Vice President, Publisher Development, for Independent Publishers Group, will discuss best practices for book distribution. He will describe the different programs IPG offers for distribution and the ideal publisher for each. He will talk about the steps you need to take to gain distribution, what working with a book distributor looks like, how best to work with your book distributor, and other tricks of the trade.

Take advantage of this rare opportunity to learn about the benefits of working with a book distributor, what you need to do to be accepted into their programs, and how to work with your distributor for the greatest success. This is a widely misunderstood area for independent publishers, but it is the next step in publishing success.

**Richard Williams** oversees the on-boarding process for all new business, including Independent Publishers Group, Midpoint, and Small Press United. Richard has been with IPG for over thirteen years.



**By Karla Olson**

**President, Publishers & Writers of San Diego**

**PWSD News**

What fun we had in June with Shannon O'Dowd, teaching us how to warm up our voices and focus our intentions. Even for those of us who do a lot of public speaking, she offered great tips to be more prepared and more present. It was a super valuable program for anyone who is out marketing their book.



**July and August Are "Must Attends"**

We've got a real treat in store for July. National book distribution is one of the hardest next steps in successful publishing. Wouldn't it be great to have a team of salespeople selling your book to bookstores across the country and even abroad? When you work with a book distributor, you are essentially hiring a sales force to represent your book. But how do you get a book distributor?

Richard Williams, vice president of one of the oldest and most successful book distributors, Independent Publishers Group and its subsidiary, Small Press United, 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—no, you can't afford—to miss this program! Please come and tell all your author friends as well. This is one of the most important programs of the year.

*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)

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## **President's Message—continued**

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 what you learned at this year's conference.

We did not have a meeting in July. I hope everyone had a wonderful Fourth of July. In August, we are pleased to welcome Joan Stanford, who will teach us how to take our author bios from blah to brilliant.

This is such an important but so often neglected ingredient of your book marketing. Who are you, and why should someone listen to you—or read what you've written—on this subject? This is a key element in the reader's choice to pick your book over someone else's. Make your author bio the best it can be.

In September, we have the PWSD scholarship winner, Cornelia Feye, of Konstellation Press, who will share the best ideas she gleaned at PubU 2019. Thank you, Cornelia Feye, for representing PWSD and sharing what you learned.

### **PWSD/PWOC Membership**

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!

As most of you know, our yearly dues are an easy-to-afford \$47 per year. In addition to the reduced meeting fee, you get a detailed 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 members: You 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 quite affordable; but to make it even better, PWSD members get a \$30 discount. Just enter *PWSD* in the coupon code.





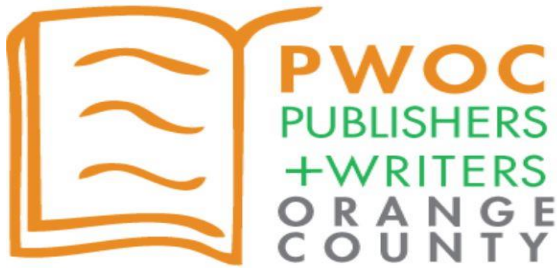
## Read Local News

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.



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**you like us!**





## 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.*

[www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org)

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, August 3, 2019, for "5 Steps to Transform Your Bio from Blah to Brilliant" Presented by Joan Stanford, Jazzy Pen Communications

You're a highly qualified expert in your field or an author whose work should be read, and everyone should know it by reading your bio. An impressive professional biography can lead to more readers and more sales! If you don't have a bio or your current bio needs a makeover, this workshop is for you. For entrepreneurs and authors, your professional bio is one of the most important summaries you will ever write. Don't leave yours to chance. It's time to take your bio from blah to brilliant! In this presentation you'll discover:



- The 5 key steps for writing a professional bio
- Powerful strategies for making your bio stand out
- Practical tips for writing online profiles

**To Joan Stanford**, marketing is about getting people "jazzed" about doing business with you, and the secret to success is masterfully written words. As the award-winning CEO of [Jazzy Pen Communications](http://JazzyPenCommunications.com), a marketing communications firm specializing in content marketing, Joan works with busy entrepreneurs to build their brands and craft content that attracts their ideal customers.

With a journalism background and an inquisitive mind, she's a master at getting to the heart of a company's message and weaving that message into compelling copy that gets results. Joan has more than 20 years of professional writing, editing, and marketing experience. Having written for Fortune 500 companies, leading to six-figure sales, Joan knows a thing or two about writing to sell.

With a journalism background and an inquisitive mind, she's a master at getting to the heart of a company's message and weaving that message into compelling copy that gets results. Joan has more than 20 years of professional writing, editing, and marketing experience. Having written for Fortune 500 companies, leading to six-figure sales, Joan knows a thing or two about writing to sell.

A dynamic and highly sought-after speaker, Joan offers lively presentations that are full of energy, and participants walk away with strategies and action steps they can implement right away.

# Professional Speaking—A Lucrative Game Changer

## By Jodee Blanco

Reprinted with permission, *ibpa-online.org*, May/June 2019, Vol. 37, No. 3, pp. 20–25

There's a dynamic speaker inside all of us! If you're seeking new avenues for increasing book sales, or even a path to a second career, public speaking is a game changer. Speaking is something that anyone can do, costs little to nothing to initiate and the rewards are substantial. And I'm not just talking about the income from speaker's fees, which can be significant, but also what those engagements can mean for your presence, brand, credibility, and sales.

I've been writing books and speaking professionally for over twenty years, and before that I owned a PR firm that specialized in publishing and entertainment. I've helped publishers set up in-house speaker's bureaus, and authors use speaking to turn one book into a cottage industry that led to sequels, consulting contracts, and ancillary products and services. I also applied the same insights and strategies that I gave them to do it for myself, and I'd like to share some of those with you here.

- **The Bottom Line on Getting Started**

You don't need a speaker's bureau to start booking engagements. You can reach out to potential buyers yourself. Start out small with your local chamber of commerce, PTA, place of worship, and other neighborhood organizations, offering to speak on the subject of your book at their next event, and then build from there. You can even do the first few talks for free until you've refined your presentation. All you need to begin is to figure out your platform and put together some basic pitch materials.

- **Figuring Out Your Platform**

Ask yourself these questions: *How* am I an expert on the topic of my book? What is my credibility in this subject area in general? What is my *connection* to the material? The answers usually fall into one of three categories or a combination:

1. **Professional**—you've worked in the particular field that you've written and/or are speaking about
2. **Personal**—it's something you've gone through yourself, a personal experience, or you're motivated by an issue or cause and want your voice to be heard.
3. **Academic**—you have an advanced degree in the subject (Master's, Doctorate, or other post-graduate degree)

The key to determining your platform is the narrative *behind* your relationship to the subject matter. It's your backstory. Why *this* topic? A tip—it's best to go with your first instinct and not over-think. The most powerful answers aren't created; they're revealed.

- **Pitch Materials—Putting Together a Basic Speaker's Package**

All you'll need to start is a one-sheet describing your talk and a narrative bio that details your connection to your subject matter, the backstory of your relationship to the topic based on the three areas of expertise I described above.

- **How Professional Speaking Can Increase Your Income**

The first and most obvious way is through speaking fees. Depending upon your subject matter and audience (corporate, motivational, instructional, etc.), speakers' fees can range anywhere from \$1,500 to \$10,000 per talk plus expenses or much more. Speaking also helps to sell books via on-site signings after a talk, increased retail sales prompted by audience members who after hearing you speak order your book, as well as word of mouth sales. Momentum begets momentum. The more engagements you do, the more you get.

There are two types of speaking engagements: *catalytic* and *non-catalytic*. The first is an engagement in which most of the audience is comprised of potential buyers. For example, I speak on school bullying, so any large educational conferences in which I'm a featured speaker are catalytic for me because there are hundreds of administrators in the audience, each of whom could potentially book me to speak at their schools. Non-catalytic would be an engagement at one school. Both are important. One has the potential to generate multiple future engagements; the other is priceless for grass roots support and exposure. Speaking can also lead to consulting work and allows you to grow your social media presence which can boost Amazon pre-orders of your next book.

If you're a publisher with house authors, you may want to consider starting an in-house speaker's bureau. Not only will you see additional income in book sales because authors that speak sell more books, but you can take a percentage of each engagement that you secure. The percentages can range anywhere from 15 to 30 percent.

- **Professional Speaking as a Brand Builder**

Getting out there and speaking is a public relations super-charger. It lets you connect with your target audience live and in-person, cultivate an ongoing mutually rewarding relationship with them through other forms of outreach such as newsletters, email blasts, webinars, podcasts, etc., and can also generate publicity as local television shows and newspapers often cover events with speakers. All of this activity over time generates more speakers' fees, more book sales, and builds readership for a book series if you have more to say on your topic.

If you're a publisher, having authors on the speaking circuit nourishes your brand and catapults your presence to bookstore buyers, online retailers, and potential new authors. There are some publishers who have based their business model on this construct and reaped enormous benefits.

- **Keynotes, Break-Out Sessions and Workshops—  
The Trifecta of Additional Revenue Streams Through Speaking**

There are three fundamental types of speaking engagements, or "gigs," as some of us like to call them. A keynote is considered "general assembly," meaning if you're speaking at a convention or conference that features multiple competing break-out sessions, the keynote doesn't compete with any other talks. It's designed to motivate and inspire and get everyone at the conference pumped and excited. Though every event is structured differently, most adhere to the standard formula of a morning keynote and evening keynote each day of the conference, with break-out sessions and workshops filling the day. The most lucrative types of engagements are those in which you're booked for the morning keynote, and a break-out session and/or workshop later that day. By having the morning keynote, everyone sees you at the start of the day, and you have an opportunity to get them excited about coming to your break-out session. If you put your whole heart into the keynote, it can often mean standing room only later.

Keynotes are anywhere from 45 minutes to an hour, and break-out sessions, though this can vary, are usually 75 minutes. Breakouts are more instructional and specific.

For example, when I do a keynote, I focus on the general aspects of bullying and I walk the audience through my personal story. It's emotional and dramatic and meant to move people emotionally, to touch them inside. My break-out session is all about strategy—how to help, what to do, what you should say to someone who's being bullied, what you shouldn't and why, intervention techniques, etc. A workshop is similar to a break-out session, and some organizations use one term or the other. It's always best to ask as sometimes, when someone asks for a "workshop," they're seeking an interactive element.

Some of my favorite speaking engagements were the ones in which I did the morning keynote, a couple break-out sessions during the day, with autographings after each one. Not only was I able to charge more because I was there all day providing a steady stream of content, these types of multi-faceted gigs almost always led to other opportunities.

- **Generating Income as a Speaker Even if You're Shy or Have No Previous Speaking Experience**

When many people think professional speaking, they envision an expert standing at a podium giving a lecture. There's a difference between that and someone with passion and conviction, commanding a stage and turning their audience into a word of mouth machine.

Even if you see yourself as shy or quiet, there's a dynamic speaker inside all of us. You connect with audiences every day in hundreds of small yet meaningful ways without even realizing it. Maybe you define an audience as a group of people sitting in a theater, but an audience can be one person or many, and the venue is often real life. Whether you're chatting with the barista at Starbucks while she's taking your order, presenting an idea at work, talking to a stranger about your book, or telling a story at a family party, you are engaging an audience each and every time you make a point, join a conversation, persuade someone to do something, or share a thought with others. *We all* possess the skills and techniques that professional speakers use. They simply learn how to identify, hone and funnel those abilities on a grander scale. You'd be surprised how many speakers started out stiff, uncomfortable and terrified, and now when they present to a room full of people, you can hear a pin drop.

- **What Do I Want to Achieve Long-Term?**

I always like to think of every book that I write as a means to something else, and I look at speaking the same way. Each book and the speaking platform that supports it are part of a larger strategy. I'm always building on the previous success. Back when I was a publicist many years ago, I wrote a book on the nuts and bolts of how to implement a campaign, because I wanted to start presenting at conferences and conventions and generate clients. When I shifted gears and started writing about school bullying and my own experiences as a survivor, I was already envisioning speaking at schools and educational symposiums. I never imagined that would take me as far as it did, and I'm still going strong. I put myself out there, and you can, too. Whatever your topic and motivation for putting pen to paper, you can transform it into a compelling speaking platform that will supplement your income, often even surpass it. Here's what I'd like you to think about:

Above and beyond book sales or speaker's fees, where do you want writing and speaking to take you? And don't govern yourself! Let your mind be open to all the possibilities! Would you want it to generate customers for your business, launch a career as a novelist or perhaps a writer of genre fiction? Maybe you've got a cookbook and dream of eventually opening your own restaurant. Or perhaps your goal is to have a career as a motivational speaker. Whatever your inspiration to become an author/speaker, if I were a genie and offered to grant you three wishes of what you'd love speaking to help you achieve in addition to its lucrative benefits, what would those three wishes be? My dad always told



me to do what you love and money comes. I have never found that to be most true than when I get up on stage and speak.

You may be wondering, “How do I know if I’m ready?” You won’t until you try. I can share this with you. I worked with an author who had written a memoir chronicling his years as a victim of severe child abuse. This was his first book. He had no experience speaking and wasn’t sure he could handle it, but his desire to help families made him push past his fears. Every speaker has something that’s uniquely their own. For some it’s a particular style or way of connecting to their audience. For others, it’s a vulnerability they’re not afraid to show that makes people relate to them more deeply. For this author, it was his ability to make people laugh and feel joy again, the way in which he encouraged them to find humor where no one else would think to look. He’s given hope to millions, is still saving lives every day, and now makes a living speaking full-time.

Whether you’re a business owner who has a book and you’d like to try speaking to increase your client base, a consultant or specialist, or just someone who has something meaningful to say and is hoping to make a little extra money sharing that wisdom, professional speaking may be calling you. All you have to do is listen to that voice inside and then go for it!

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**Jodee Blanco** is the founder and CEO of The Jodee Blanco Group, a consulting and curriculum development company. Jodee is an expert on how to successfully leverage the matrix of public speaking, publishing, and public relations to take one’s life or career to a whole new level. Often referred to as a “force of nature” by those who’ve worked with her, Jodee never looks at why something can’t be done; instead she culls her considerable resources, honed over thirty-plus years of accomplishment in all three fields, to figure out how it can be done. She is the award-winning author of two New York Times Best-Sellers, including the seminal memoir, *Please Stop Laughing at Me...*, among multiple other titles. For more information, visit [www.thejodeeblancogroup.com](http://www.thejodeeblancogroup.com).



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**you like us!**



## Bill Vallely

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IMDb: <https://www.imdb.com/name/nm1262683/>

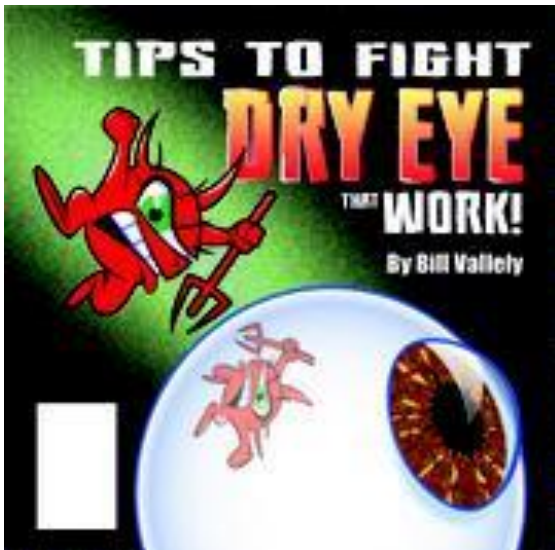
Bill Vallely is a cartoonist/writer whose career has been called “a mutation that makes no sense whatsoever.”

While a student at *The New York School of Visual Arts*, he worked for noted artists and illustrators such as Wil Eisner, Rich Grote, and Charles Lily. He learned how to illustrate by starting paintings for book covers and illustrations for magazines such as *Time* and *National Lampoon*. Bill would lay down the colors and start the details; then professionals would finish the illustrations.

### The Career Unfolds

In the '80s, he was hired as a staff artist for *The New York Daily News* and weekend art director for *United Press International*. (For younger folks, UPI was a national news service similar to Associated Press.)

Bill was tempted away from newspapers with an offer to be advertising art director for *Marvel Comics*. While there, he would pitch what he calls “the worst ideas imaginable” to the editors, simply to get thrown out of their offices. He found that great fun... until he started selling those ideas.



When *Marvel's* Editor in Chief, Jim Shooter, started his own comic book company, *Valiant Comics*, Bill was invited to join the staff. There he wrote for such characters as The Super Mario Brothers and Captain N.

Bill then helped launch a reboot of *Harvey Comics*, where he was hired to write familiar Hanna-Barbera characters for *Yogi Bear*, *The Flintstones*, and *The Jetsons*.

Next, friends from *Valiant Comics* convinced Bob Guccione to let them publish a comic book version of *Penthouse Magazine*. *Penthouse Comics* was successful enough to produce two spinoffs: *Men's Adventure Comix* and *Omni Comix*. Bill was hired as the humor editor, working on the adult publications during the day while writing *Yogi Bear* at night.

Bill also did a stint in television, writing for such programs as *Star Trek: Voyager* and *My Wife and Kids*.

Finally, hired for only a three-day assignment, his next gig turned into seven very happy years working for the software company Planetwide Games. He was eventually promoted to project manager after discovering his talent for interface design—user experience or “UX” in today's jargon.

## Life Takes a Turn, but Bill Sees an Opportunity

All this came to a halt when Bill was diagnosed with CMML—a particularly deadly form of leukemia (blood cancer). The Mayo Clinic listed his chances of survival as “statistically insignificant,” with his chances of living five years pegged at “less than 1 percent.” Yet, today he’s on Year 12 and going strong.

But the disease had its effect. Working in an office was impractical—he simply couldn’t guarantee staying awake for eight hours. So, Bill decided to use his experience and illustration skills to create a graphic novel that discusses one of the side effects of his bone marrow transplant—dry eye.

His goal for *Tips to Fight Dry Eye That Work!* is to present his findings “in plain English with hardly any technical jargon. Because eyeballs can’t pronounce big words.” (Read a [review of the book by Kirkus.](#))

Now he’s working to get his book onto Amazon. Bill says, “It’s a steep learning curve, but I’ve been there before.”



***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!***

**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.



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



## 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)

### How Do You Successfully Write, Publish, and Sell Your Book?

**Saturday, July 27, 2019, 1:00 to 3:00 p.m. (Come early and stay late to meet the panelists!)  
Muzeo Museum and Cultural Center, 241 S. Anaheim Blvd., Anaheim, CA 92805**

Prevent wrong turns as you navigate the maze of marketing, writing, and publishing your book successfully—however you choose to define success! Hear from seasoned authors and benefit from their experiences and bird's-eye view of that maze. Learn about the many ways you can now publish, and gain helpful insights and tools to make the process easier and more efficient for your unique publishing journey. Author panelists: Brian Fitzpatrick (*Mechcraft*), Meadow Griffin (*Legends of Erin* series), Anne Moose (*Arkansas Summer*), and Matthew Arnold Stern (*Mastering Table Topics* and more). FREE admission, but RSVP to Carol Latham, at [clatham@muzeo.org](mailto:clatham@muzeo.org). Visit the [event page](#) for more information; direct any event questions to moderator Lynette M. Smith, All My Best Copyediting and Heartfelt Publishing, at [Lynette@allmybest.com](mailto:Lynette@allmybest.com).

### 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.

# 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 Orange County Writing and Publishing Communities!**

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