

### ***In this Issue***

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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, September 28, 2019**  
**10:00 a.m. – 12:00 noon**

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

***Topic:*** **“How to Sell Hundreds of Copies of Your Book with Bulk Sales and Creative Marketing”**

***Speaker:*** **Michelle Bergquist**

As an author who's “been there” on the topic, Michelle Bergquist will share the creative ways she learned to sell thousands of copies of her first book, *How to Build a Million Dollar Database*.

Michelle found success in selling thousands of copies her first book to organizations, associations, and corporate buyers. But books weren't the only thing Michelle found that created sales. At this interactive session, you'll learn creative marketing to package books sales with speaking and training, how to attract sponsors to private-label your book, and how to develop curriculum, seminars, and workshops with your book to sell to companies and corporations. You'll learn there's so much more to book sales than just your book!

**Michelle Bergquist** is the author of two books: *How Women Sabotage Their Success in Business... According to Men* and *How to Build a Million Dollar Database*. Michelle is a nationally recognized author, award-winning entrepreneur, lively moderator, and engaging, professional speaker. Michelle is the CEO and co-founder of Connected



Women of Influence, a Southern California association of professional women leading people, projects, teams and companies. Michelle is also a founding partner of Women Lead Publishing, the go-to source for aspiring women authors who want to share their expertise and build credibility and impact through published works. She'll share the good, the bad, the ugly, and the *great* of how she learned to attract sponsors and sell more than just books, business-to-business as opposed to business-to-consumer. You won't want to miss this lively and informative presentation!

**PWSD Officers**

**Karla Olson**  
President  
[karla@publisherswriters.org](mailto:karla@publisherswriters.org)

**Jeniffer Thompson**  
Web Master  
[j@monkeycmedia.com](mailto:j@monkeycmedia.com)

**Bob Goodman**  
Founder

**Andrew Chapman**  
Past President  
[andrew@publisherswriters.org](mailto:andrew@publisherswriters.org)

**PWSD Newsletter Staff**

**Glenna Bloemen**  
Managing Editor  
[gab11853@aol.com](mailto:gab11853@aol.com)

**Lynette Smith**  
Copyeditor  
[lynette@allmybest.com](mailto:lynette@allmybest.com)

**Lauren Castle**  
Circulation Manager  
[lauren@impress-express.com](mailto:lauren@impress-express.com)

**Other Key Volunteers**

**Bruce Rowe**  
Member Profile Editor  
[rbrowe@storysetfree.com](mailto:rbrowe@storysetfree.com)

**Penny S. Tee**  
PWOC Meeting Scribe  
[penny@pennystee.com](mailto:penny@pennystee.com)

**Janet Williams**  
Social Media Liaison  
[gooddayjanet@gmail.com](mailto:gooddayjanet@gmail.com)



If you plan to attend one of our monthly meetings, please help 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**

We are so lucky Ian Lamont was in Southern California at the end of August and could stop by to give us an “Amazon Deep-ish Dive.” He offered so much great detail and insight into how to take advantage of Amazon’s many marketing programs. If you missed it, you’re lucky Ian shared his slides, which you can find on our blog. Thank you so much, Ian. If you want to learn more, consider signing up for Ian’s pre-conference workshop at Publishing University next spring. For information, go to <https://www.publishinguniversity.org>.

Speaking of Publishing University, they are once again offering a scholarship to the April 2020 conference. If you’re a publisher (not a service provider), you can apply at <https://www.publishinguniversity.org/scholarship>.

We have two great programs to close out the year for PWSD. On September 28 we welcome Michelle Bergquist of Connected Women of Influence and Women Lead Publishing. She will cover how to get speaking engagements to promote your book, and how to make the most of these events, including selling your books at the event or even including a book for every attendee as part of the deal. Michelle is both a marketing expert and a published author, so she has much real-life experience to offer.

As a great follow up, on October 26 Peter Bedard will talk on “How to Sparkle Like a Star in Any Interview or Media Appearance.” Peter will present detailed points on how to prepare and how to perform. Peter is a great and fun presenter and will offer an informative, entertaining program.

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

Cornelia Feye of Konstellation Press shared the best she learned as PWSD’s scholarship winner at Publishing University 2019. She has offered to share her slides; see the blog at <http://publisherswritersorangecounty.org>.

We welcome PWSD/PWOC member Susie Schaefer on October 5. A seasoned publishing consultant, Susie will share her best advice for how to finish your book and make sure it is presented as professionally as possible. Whether you are working on your first book or you latest book, you will learn new ideas from Susie.

PWOC also will meet on November 2; watch for meeting details in next month’s newsletter.

**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!

**Continued on next page**

## ***President's Message—continued from previous page***

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

Member reminder: 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. *(Also, if you're already listed, make sure your listing still reads the way you intend; if not, send your update to the webmaster.)*

## **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*

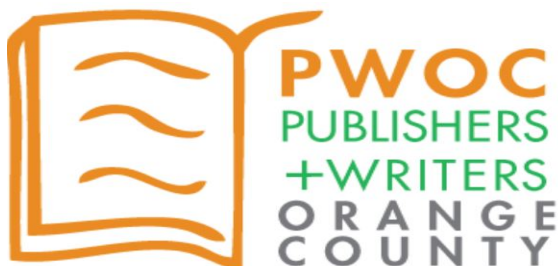


## **Read Local News**

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, book title and 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!





## 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, October 5, 2019, for "Everything You Need to Know about Self-Publishing" With Susie Schaefer, Finish the Book Publishing

This informative talk includes:

- **Publishing options for every author**—a review of traditional, small independent press, vanity press, and true self-publishing
- **How to avoid looking self-published**—the Top 10 Mistakes authors make when publishing their book
- **Where to spend and where to save money**—a breakdown of professional services, from editing to cover design, layout, and production. Plus time and energy: What is the cost to you?
- **Cost-effective book marketing tips for authors**—getting clear of what is in your comfort zone vs. what is not, and how to avoid getting overwhelmed



**Susie Schaefer, Certified Publishing Consultant and Founder of Finish the Book Publishing**, finds herself coaching, teaching and training writers to become authors through the process of self-publishing. She hails from a background in the corporate world, where she routinely wrote for the companies she worked for, and largely focused on writing advertising copy during her time in medium-market radio.

As a publishing consultant, Susie guides authors along the journey of publishing by establishing a team (it takes a village!) of writing coaches, editors, and layout and cover designers to create a beautiful book that can stand up to anything on the bookstore shelves. She teaches workshops about the pros and cons of different types of publishing models, helps writers discover the right book for their goals, and navigates the waters for writers to become Amazon #1 Best Selling Authors. Susie offers a complimentary book consultation, as well as classes and workshops of varying topics, whole book project management, and VIP days for spot coaching. She can be reached through her website at [www.FinishTheBookPublishing.com](http://www.FinishTheBookPublishing.com) or via direct email [Susie@FinishTheBookPublishing.com](mailto:Susie@FinishTheBookPublishing.com).



*PWOC Meeting Highlights, September 7, 2019*

# “Big Picture—Small Picture: The State of Indie Publishing and a To-Do List for Indie Publishers”

*Presented by Cornelia Feye, Konstellation Press*

As always, our PWOC meeting was informative and a great way to spend our Saturday morning. This time we learned from Cornelia Feye, founder of Konstellation Press and one of our two scholarship recipients who attended the Publishing University program to be our eyes and ears regarding the latest happenings in the indie publishing industry.

The 2020 IBPA Publishing University opportunity to win a scholarship is now open. If you'd like to apply, visit <https://www.publishinguniversity.org/scholarship>; deadline is November 30. It will be held in Redondo Beach, California, April 3–4, 2020. To become a candidate for the PWOC scholarship to IBPA Publishing University, you must be a member of PWOC, a publisher, and a member of IBPA. Check out the IBPA website for details.

Pub U is advertised as the premiere indie publishing's educational and networking event where you *can Discover Fresh Strategies, New Connections, and Innovative Ideas*.

There are several learning formats at the conference. Seeing the listing made me sorry I had missed attending. (*Ask the Experts* especially seemed like an excellent opportunity.) Look what was offered:

- *Preconference*: in-depth practical instruction to enhance capabilities and critical skills (pre-registration required)
- *Advanced Track*: targeted development of skills and understanding for established publishers
- *Ask the Experts*: 15-minute private consultations with industry experts (pre-registration required)
- *Community Building*: opportunity to bond over shared experiences with other conference attendees
- *Deep Dive*: targeted development of skills and understanding, featuring lecture-based instruction and audience Q&A
- *Keynote*: sharing of unique experiences, knowledge, and ideas by industry experts
- *Learning Lab*: a blend of lecture-based instruction, case studies, and peer learning, plus high levels of interaction



Cornelia was a great guide on what she had learned. She is the founder of [Konstellation Press](#), where she emphasizes personal relationships with her authors and keeps an eye out for artistic beauty and creativity through her publishing company's work in genre fiction and poetry at the intersection of art, music, and literature. She is not only a publisher but an award-winning author, so she understands *both* sides of the page. Her first novel, *Spring of Tears*, won the San Diego Book Award for the mystery category; her other mystery titles are *House of the Fox* and *Private Universe*. It seemed that she had all the bases covered representing the interests of our membership who weren't able to attend Pub U, as she gathered information to share with us.

One topic that came up among our meeting members was the influence and impact of small, independent, yet influential bookstores such as Chaucer's Bookstore in Santa Barbara, praised as "one of the best bookstores in the country." Other bookstores mentioned were the Tattered Cover and Warwick's in La Jolla.

The Tattered Cover is a bookstore chain in Denver, Colorado. It is one of the largest independent bookstores in the United States.

Warwick's is the country's oldest continuously family-owned-and-operated bookstore and holds many events throughout the year.

These types of bookstores believe in helping local authors, and customer service is alive and well within their walls. They know the books they carry and can take an inquiring customer right to where the book they seek is located on the shelf.

Other help independent bookstores can provide indie authors includes special events like Indie Author Day on October 12, and **Small Business Saturday**, held annually on the Saturday after Thanksgiving.

For San Diego authors, there is the Local Author Showcase with the books displayed at the Dickinson Popular Library at the San Diego Central Library @ Joan A Irwin Jacobs Common. They are taking submissions now through November; the event runs throughout February, but your book and information about you is displayed throughout the entire year. Ask your local library if they have similar events.

Some major changes are going on in the industry with Elliott Management, the firm founded and led by billionaire Paul Singer, who also acquired Britain's biggest bookseller, Waterstones, last year. Hearing the news, I had to do a bit of research of my own. "Owning the two book retailing giants could give Elliott synergies and buying leverage with publishers, people familiar with the industry say," according to CNBC. Perhaps Mr. Singer is looking to challenge Amazon for market share. We'll wait and see how this impacts how we will do business in the future.

If you would like to get into libraries and schools, it was advised to become part of Baker & Taylor, a distributor of books to public libraries and schools. In business for over 180 years, Baker & Taylor is based in Charlotte, North Carolina and is currently owned by Follett Corporation. IBPA offers its members a discount with getting listed with Baker & Taylor; the cost is a few hundred dollars. Be sure you have the Library of Congress control number so the librarians will know where to shelve your book.

Cornelia captured some tips from Dominique Raccach, Sourcebooks Founder and CEO, an indie publisher with over 30 years of successful indie publishing experience. She said to be clear about your vision and mission for your business. Sourcebooks own mission is "Books change lives."

Another profound comment: "You are only a publisher if people are willing to buy your books, not when you publish your dream book." It was felt by both Karla Olson and Cornelia that the comment was one of the most important things Dominique said. You always must remember, she continued, "It's not about us, but about the reader."

The battle between independent and traditional book publication is always a topic of interest. Having a high-quality book is imperative, and the IBPA provides a checklist to help independent authors achieve that goal.

Losing your rights to your own work is a danger when dealing with traditional publishing. Cornelia told another horror story that happened to one of her own authors for whom she helped pick up the pieces and created a happy ending. One part of the author's mistreatment was when she checked on the progress of the book and was told, "You are a woman of a certain age, and we aren't interested in developing the book." Two years later the author had to sue to get the rights back.

Keep in mind there are three stages of a book purchase:

1. Notice book.
2. Pick up book.
3. Purchase book.

How can we as publishers support this process?

Strong books have four components:

- Positioning—why should they care?
- Title—must resonate with reader.
- Cover—reflects content.
- Content and internal design—back cover has short description, intriguing to reader.

Many workshops were offered on book covers because the topic is so important. You have perhaps all of 10 seconds for readers to decide whether they are curious enough to look further. A current trend is to have more text and fewer images.

I had to smile through my pain as I recalled the first cover proposed for my book, “Blasted from Complacency: A Journey from Transformation in Israel.” Given the importance of Jerusalem and Iron Dome in my memoir, I wanted to show both on my cover. It looked beautiful, I thought—until I showed it to a friend who had been on our trip. She wisely said, “You realize that many people may think the missile shooting across the sky above Jerusalem isn’t Israel using Iron Dome to shoot down the Palestinian missile, but Israel shooting a missile at the Palestinians, don’t you?” Oh no! Be sure you ask for others’ opinions about your all-important cover. You may be surprised at what you are told.

One of the best pieces of advice was to keep in mind that *publishing is not about you but about the reader*. What does the marketplace want? A physical example given was *The Bean* in Chicago, a sculpture popular because of its 168 highly polished stainless steel plates welded together. People go to *The Bean* because it shows their reflections. Welcome to our narcissistic society.

Because Ingram Spark is such an important publishing player, they were discussed in detail. They carry 13 million titles and are the sixth largest supplier of books globally. They have distributors throughout the world. Lightning Source is their print-on-demand division, and we were surprised to hear that even Amazon uses them for printing. Once again, they are great for distribution but are still like Amazon, where you are left to market your own book. We were advised that revisions can be expensive. IBPA does offer coupons to avoid excessive revision fees.

Jodie Blanco, *New York Times* bestselling author and publicist, advised to be careful that your bio on the cover is just a couple of sentences but ties into the narrative of the book. The readers don’t care that you love to play tennis if the book is about cowering in bomb shelters in Israel. How will your book change the life of the reader?

A profound comment from Karla was that the author should ponder the answer to the reader’s thinking, “Why should I *listen* to you for 10 hours reading your book?” Especially with today’s lack of attention span, that really caused me to sit up straight and take note.

Some authors are concerned about pirating. Karla advised that if you copyrighted your book and you have a certificate, Amazon will quickly take down the pirated book. It costs \$45 to get a copyright, and you will have to submit two copies of your book.

Cornelia wrapped up her Pub U synopsis with this: “Marketing is the most important aspect of publishing. Find readers and sell books.” She concluded with a quote from Seth Godin: “Piracy is not the problem, obscurity is.”

On that note, may you all find your audience content to curl up with your words that fill them with delight. Good luck!

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***PWOC Scribe Penny S. Tee is a nonfiction writer, speaker, and blogger. Of Penny’s experiences in her book *Blasted from Complacency: A Journey from Terror to Transformation in Israel*, the world-renowned Jean Houston writes, “What Penny and her family learn about themselves and human courage is a testament to the endurance of our species and the hopes we all have of creating a world that works for all.” Penny’s book 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. Penny is on the Jewish National Fund’s Speakers Bureau and is available to speak for organizations. Check out her website at <https://pennystee.com/>.***



## Cornelia Feye *Konstellation Press*

[www.konstellationpress.com](http://www.konstellationpress.com)

[Facebook.com/konstellationpress](https://Facebook.com/konstellationpress)

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

**Cornelia:** I am an author, art historian, and publisher. I founded Konstellation Press, an indie publisher for genre fiction and poetry, in 2016. I've published three mystery novels, and the first one, *Spring of Tears*, was a San Diego Book Awards winner in 2011. Then, our *Magic Mystery & Murder* anthology, co-edited with Tamara Merrill, was a San Diego Book Awards winner in 2019.

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

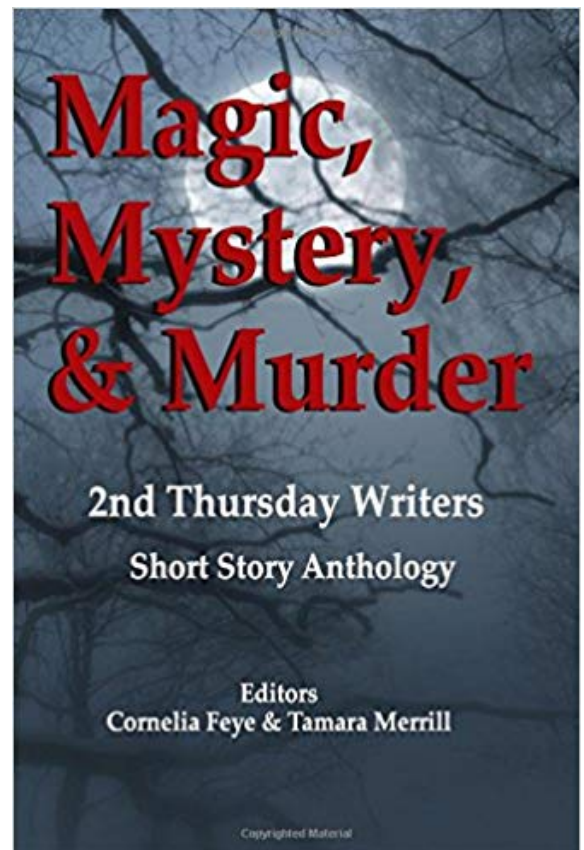
**Cornelia:** I grew up in Germany, and my first and favorite stories were the fairy tales of the Brothers Grimm. I just wanted to enter these magical forests and fables. When I grew older, I wanted to create my own worlds through writing.

**PWSD: What is your previous experience in writing?**

**Cornelia:** Besides the three art mystery novels, *Spring of Tears*, *House of the Fox*, and *Private Universe*, I also published an anthology of short stories, *Magic, Mystery & Murder*, with six other authors: Tamara Merrill, April Baldrich, Max Feye, Kate Porter, and Claire Rann. My non-fiction publications include art historical essays and reviews in English and German.

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

**Cornelia:** I'm writing a new mystery novel called *Death of a Zen Master*, set in a remote Zen monastery. I'm also publishing two historical novels, a short story collection, and a poetry volume for several Konstellation Press authors.





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

**Cornelia:** Don't rush publication. Make sure your book's content and format is as professional as possible. Never skip hiring an editor and professional graphic designer.

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

**Cornelia:** I have been a member for about five years, and it has helped me to become more professional in my publishing and writing. PWSD is a great networking organization, and it introduced me to the IBPA Publishing University. I won a scholarship to go this past April. I got to share what I learned there with PWOC, the Orange County group, in September, but if you have questions please ask me. *(Note: For a recap of Cornelia's PWOC presentation, see pages 5–7; for her slides, visit <http://publisherswritersorangecounty.org/blog>.)*

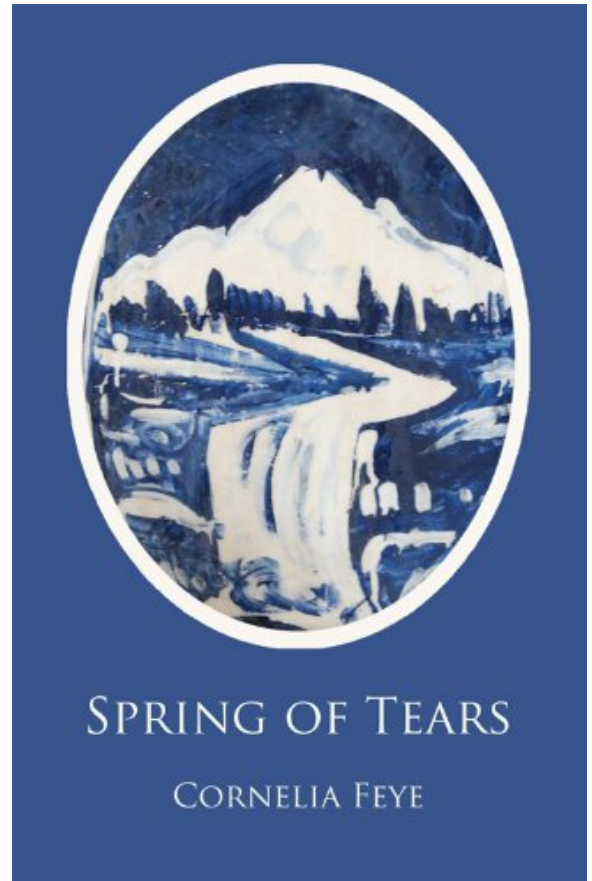
**PWSD: What's a little factoid from your life or experience that people would find interesting and that would help us know a little more about you?**

**Cornelia:** In my twenties, I travelled around Europe, Asia, and the Middle East for several years, working on a cruise ship. I also lived in an Israeli Kibbutz, a hotel on the Red Sea, an Ashram in India, and with Bedouins in the Sinai desert. My experiences and adventures on the road have inspired my writing and found their way into my books and stories.

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

**Cornelia:** Please visit our website or Facebook page for books, events, and more information.

- [www.konstellationpress.com](http://www.konstellationpress.com)
- [Facebook: facebook.com/konstellationpress](https://www.facebook.com/konstellationpress)



**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 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.



**“PWSD likes Facebook!”**  
**[Visit us on Facebook today](#)**  
**and let us know  
you like us!**



## 2019–2020 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)*

### **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 or fax 310-546-3939.

### **Frankfurt Book Fair 2019**

October 16-20, 2019, Frankfurt, Germany

IBPA makes it easy to participate in the largest global marketplace for books, media, rights and licenses. You can rent a full booth or display a single title. 2019 marks IBPA's 34<sup>th</sup> year at the Fair. They have a list of more than 400 international contacts with whom they request a meeting, so you as a participant can benefit from those contacts to license your rights throughout the world. For more information, contact [IBPA](http://IBPA).

### **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 LJWCFB to save \$50.

### **IBPA Publishing University 2020**

April 3–4, 2020, Redondo Beach, California

This premiere educational event for indie and author publishers, sponsored by [Independent Book Publishers Association](http://Independent Book Publishers Association), will be close to home next year, just up the coast! Join more than 300 of your peers and discover fresh strategies, new connections, and innovative ideas. Visit <https://www.publishinguniversity.org/> for details.

# 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).

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 by taking notes at one of our monthly PWSD meetings and then *writing up the meeting recap* for the next newsletter? If so, contact Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.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!***



**Vanderblümen  
Publications**

Glenna A. Bloemen, J.D. MA Ed.

**Self-Publishing Coach**  
Assisting First-Time Authors  
From Page to Press

P.O. Box 626, La Mesa, CA 91944  
619.743.5192  
[gab11853@aol.com](mailto:gab11853@aol.com)

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[www.AllMyBest.com](http://www.AllMyBest.com)  
[Lynette@AllMyBest.com](mailto:Lynette@AllMyBest.com)

Newsletter Copyeditor



**Lauren Castle**  
Image & Branding Strategist

858.459.7400  
[www.Impress-Express.com](http://www.Impress-Express.com)  
[Lauren@Impress-Express.com](mailto:Lauren@Impress-Express.com)

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[GoodDayJanet@gmail.com](mailto:GoodDayJanet@gmail.com)

Social Media Liaison




**Penny S. Tee**  
Speaker & Author  
[Penny@PennySTee.com](mailto:Penny@PennySTee.com)

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