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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community, with new chapters such as PWOC forming in other parts of Southern California, too. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), but sometimes at the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas) or the Encinitas Library (540 Cornish Drive, Encinitas, CA); check meeting information in newsletter for current location.

## ***Membership***

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit [www.PublishersWriters.org](http://www.PublishersWriters.org)

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send to Glenna A. Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

**Next Meeting:** Saturday, February 29, 2020  
10:00 a.m. – 12:00 p.m.

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

**Topic:** ***“COMPS—The Secret to Publishing Success”***

**Speaker:** Pamela Sheppard

Why do we keep hearing about comps? Why are they so important? And how do we find them?

The right comps are essential. They help target your book's audience, identify your genre and sub-genre, and position your books against the competition. They add to your elevator speeches, your sales pitches, and your advertising. Good comps can invigorate your most persuasive selling points and can generate valuable information for building your marketing plans.

- Find the untapped energy a good comp title can add to your pitch.
- Learn different kinds of comps; different reasons to use them.
- Get examples of the right and the wrong comp titles.
- See how comps can sharpen your visibility and your marketing plan.
- Discover the downside: What comps do to the way books are published.



**Pam Sheppard** has spent over 25 years in Sales and Marketing with Big Five publishers Simon & Schuster, Random House, and Crown Publishers. She has discussed plot with the best editors in the business, helped create proprietary book products, planned and delivered publicity programs, and sold to the best savvy book buyers across ten states. She spent

9 more years selling for over 40 mid-sized and small publishers as a commissioned representative, which overlapped with 16 years of editing, consulting, and teaching new and experienced writers for their independent and traditional publishing projects.

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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**

**News in Publishing**

**PWSD News**

I heard great things about Penny Sansevieri's presentation in January, a great way to kick off the year. Penny is a veteran publisher, publicist, and speaker, so we were very lucky to have her.

Before I get into this month's program, I want to let you know about an exciting offer from Independent Book Publishers Association regarding Publishing University. The information packed conference is April 3-4, and this year it's in our region, in Redondo Beach. And IBPA has generously offered a \$25 discount off registration for all PWSD and PWOC members. Go to <https://www.publishinguniversity.org> and use this code on checkout:

**Publishing University**  
**PUBU2020-PWSD-25**

As I think I already told you, the new CEO of Barnes and Noble, James Daunt, has consented to be Publishing University's keynote speaker. This shows that he is committed to bringing a local focus to each of the stores, and, also to featuring titles that it would be hard to find elsewhere. This is very exciting news for independent publishers.

Now back to PWSD programming: In February, veteran bookseller Pamela Sheppard will unlock the illuminating power of comp titles. We hear it all the time, but very few author-publishers and indie publishers—even trade publishers—know how to effectively compare their books to ones that are currently selling to leverage the momentum to launch their products. Carefully examining what is already out there selling can help you decide on price, positioning, keywords, and more. This will be a "don't miss" program if you want to publish successfully.

More great programs to come, including David Wogahn on getting book reviews, Sean Bevula on how to be an effective speaker, and more.

**PWOC News**

We are pleased to welcome author and publisher Mandy Beverly Jackson to PWOC in March. She will share what's she's learned about being an effective independent publisher. Mandy is terrific, so you won't want to miss her presentation.

**PWSD/PWOC Membership**

Just a reminder for PWSD members: You may attend PWOC meetings for the member price of \$10 per meeting. It's the same for PWOC members who want to attend PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

**Continued on next page**

## **President's Message—continued**

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 send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

Member reminder: 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, 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).

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



*Read Local*

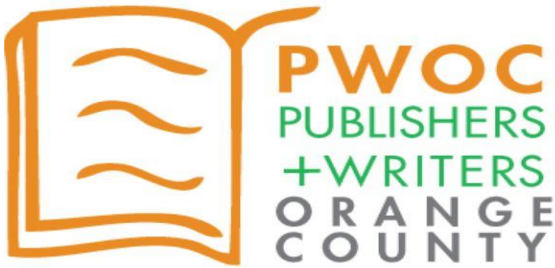


## **Read Local News**

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!



**PWSD/PWOC Members Extend  
Congratulations and Best Wishes to Our President  
Karla Olson  
On Being Elected to the Position of  
Chairman of the Board  
Independent Book Publishers Association (IBPA)!**



## 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, March 7, 2020, for*  
**“Social Media for Authors”**  
*Presented by Mandy Jackson-Beverly*

**In this three-hour workshop, Mandy Jackson-Beverly will share how she uses Facebook and Instagram to connect with readers.** Learn how to maximize your profile, maintain your brand across all social media platforms, understand hashtags, implement time-saving strategies, support other authors, and more. If time allows, Mandy will take time to evaluate class participant Facebook and Instagram pages.

**Mandy Jackson-Beverly** ([mandyjacksonbeverly.com](http://mandyjacksonbeverly.com)) is a best-selling and award-winning author, writing coach, book reviewer for the *New York Journal of Books*, and avid book nerd, with a preference for stories drenched in magic, the occult, and complex characters of the human and supernatural kind. Born in Pyramid Hill, Victoria, Australia, population 419, Mandy has worked in the USA as a costume designer and stylist for an array of creative dynamos, including photographers, directors, and music icons. She teaches workshops at writers' conferences and is a writing coach and public speaker.



*PWOC Meeting Highlights, February 1, 2019*  
**“Your Questions Answered!”**  
*With PWSD/PWOC President Karla Olson*

**PWOC held a wide-ranging roundtable discussion at the February meeting, led by Publishers & Writers President Karla Olson.**

Karla is the director of Patagonia Books, which publishes nonfiction works that celebrate the outdoors. In keeping with Patagonia’s environmental emphasis, Patagonia books are printed on recycled paper only. Despite arguments that oppose recycling, she says, it’s always better to save a tree than cut one down.

The group discussed independent publishing vs. traditional publishing, what to include in a query letter to a traditional publisher, whether acknowledgments should be at the front or the end of the book, and a fairly technical discussion about printing. Karla and others also responded to questions about attendees’ personal projects.

Karla announced that she is the newly elected chairman of the board of the Independent Book Publishers Association ([IBPA](#)). She invited everyone to attend IBPA’s annual conference, [Publishing University](#), which is being held April 3 and 4, close to home in Redondo Beach. *[Editor’s note: See page 10 for more details on this exciting local event!]*



The keynote speaker at Publishing University will be James Daunt, the new owner of Barnes & Noble bookstores, who previously turned Britain’s failing Waterstones into the nation’s largest chain. Daunt says he plans to give each individual Barnes & Noble more autonomy to decide which books will resonate with its local clientele. That’s a plus for indie authors, who will have the opportunity to sell their books to their local Barnes & Noble.

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*Eve Gumpel is the owner of Good Writing Matters and a founding partner of Women Lead Publishing, a hybrid publisher with a mission to provide a platform and a voice for women who want to share their expertise, passion, thoughts, and wisdom via published books. Women Lead Publishing’s last six books all earned Amazon best-seller status. A former journalist and public relations professional, Eve edits books in various genres, both fiction and nonfiction. Check her website for additional information: [www.evegumpel.com](http://www.evegumpel.com)*





## Georgette Todd

Author, *Foster Girl, A Memoir*

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

[www.linkedin.com/in/georgette-todd/](http://www.linkedin.com/in/georgette-todd/)

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

**Georgette:** I am a non-fiction writer. I write personal, first-person essays and freelance articles, and I wrote a memoir. I have also written, directed, and starred in a short film, *S.O.S.* That film is about my one and only physical fight I had in foster care, which was bizarre because I am the least violent person, but foster care is endlessly provocative.

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

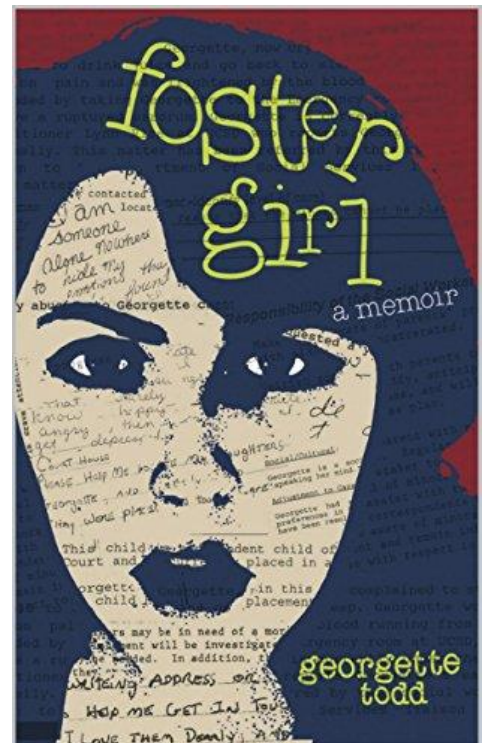
**Georgette:** Reading. I was an avid reader since the time I was able. I loved losing myself in other people's stories, real and imagined. Then, as time went on and I lived very unusual experiences, I felt compelled to jot those stories down. Later I went to college, got my MFA, and workshopped reams of material into coherent narratives.

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

**Georgette:** I wrote a book, *Foster Girl, a Memoir*. Beyond that, I was a co-op columnist for the *Chronicle of Social Change*, where I wrote about foster care issues. I freelanced in other foster-care-centric publications and wrote a piece that was recorded for NPR. It was when Arnold Schwarzenegger was the governor of California and he put out a call for a foster care czar. My piece was called, "Pick Me." Double entendre.

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

**Georgette:** A second memoir that dives into the events that led me into foster care and the long-term effects of that time period in my life. My



first foster care memoir really focuses on the four years I spent in foster care, with little background. This second book is all about that background. The working title of that book is *Coke Whore*.

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

**Georgette:** I’ve been a member for a year. I was drawn to the quality of classes, which are unparalleled. I have learned so much useful information from them. I also have a mad respect for my fellow writers and those who self-published because I know the discipline and resilience it takes to create art and not wait forever and a day for “permission” to express yourself. It’s a grittier road, but more inspiring... and kind of punk rock.

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

**Georgette:** I could teach people how to get on a television or radio program once their book is in the legacy category. I’ve been on several television programs years after my book was published. The trick is to have your one-sheet synopsis of your expertise and book information always at the ready, then reach out to news stations and radio programs when there is a news event you can tie your book to. For example, for me, I could reach out to outlets because of kids being separated from their families at our border now.

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

**Georgette:** Anything worth knowing about me is in my writing. Outside of that, I’m just another person at Starbucks; another silent individual in the elevator. But what separates me from most is that I was abused by my parents in the worst way possible before spending my teenage years bouncing around our foster care system, a seedy subculture that very few people know about. After you read my story though, the way I choose to craft it, you’ll be somewhat of an expert. I include my actual court files as the meta story.

***Member profiles are written each month by PWSD member Bruce Rowe. Contact Bruce at [rbrowe@storysetfree.com](mailto:rbrowe@storysetfree.com) if you would like to be featured in an upcoming issue.***



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



The Facebook logo, consisting of a blue square with a white lowercase 'f' and the word 'facebook' in a smaller font below 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.



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





## 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)

### Free Writers' Workshops on Saturdays, Every Month This Year

Anaheim Central Library, 500 West Broadway, Anaheim, California 92805

Details: <https://www.anaheim.net/DocumentCenter/View/29408/Writing-Workshop-Series-2020>

Anaheim Central Library is presenting a FREE Writers' Workshop Series this year, from January through December 2020! Discover the keys to becoming a better, even a great, writer. Learn how to publish and market your work. Workshops will be held monthly on Saturdays at 2:00 p.m. for adults and teens (7th grade and up), and no RSVPs are required. Join us on the following workshop dates: March 21 ("Writing Dazzling Dialogue"), April 25 ("Public Speaking for Writers"), May 30 ("Build Your Power Author Brand"), June 20, July 18, August 15, September 19, October 17, November 14, and December 12. For more information, go to [Writers' Workshop Series Flyer](#) or contact Sarah Emmerson at [semmerson@anaheim.net](mailto:semmerson@anaheim.net) with questions.

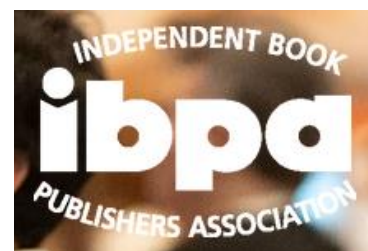
### IBPA Publishing University 2020

April 3–4, 2020

Crowne Plaza Redondo Beach and Marina Hotel, Redondo Beach, CA

Details: [ibpa-online.org](http://ibpa-online.org) or [PublishingUniversity.org](http://PublishingUniversity.org)

This premiere educational event for indie and author publishers will be close to home this year, just up the coast. Join more than 300 of your peers and discover fresh strategies, new connections, and innovative ideas! It was recently announced that Barnes & Noble CEO James Daunt will be the Keynote Speaker. \$395 for members, \$495 for non-members. **More details on next page!**



### San Diego Writers Festival

April 4, 2020

Coronado Public Library, 640 Orange Ave, Coronado, CA 92118

Details: The keynote speaker is Scott Gimple Head writer and Producer of "The Walking Dead." To receive updates for more information, sign up near the bottom of the page at [sandiegowritersfestival.com/](http://sandiegowritersfestival.com/).

### La Jolla Writer's Conference

October 23–25, 2020

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

Details: <https://lajollawritersconference.com/>

The conference offers 50-minute lecture sessions and 110-minute workshops. Each block period will be dedicated to either workshop or lecture style classes. During each block period, there will be approximately 5 to 6 different classes on various topics from which to choose, allowing for intimate class sizes and personal feedback. For most workshop classes, you are encouraged (but not required) to bring written work for review and/or participation. Popular classes are repeated to ensure that you have a chance to attend. About 80 original classes/topics will be offered. Once you're registered for the conference, only three classes will require pre-registration on Saturday morning. Other than those three, simply choose the class that most interests you during a particular block period and attend. Classes begin at 1:00 p.m. Friday and end at 4:30 p.m. Sunday.





## Discover Fresh Strategies, New Connections, and Innovative Ideas!

As the largest independent publishing association in the United States, the Independent Book Publishers Association (IBPA) knows there are literally hundreds of book conferences you could attend this year, mostly filled with fluff that's irrelevant to small presses and author publishers. That's why we're here! For nearly three decades, IBPA Publishing University has been the indie publishing community's must-attend networking and educational

event. Why? Because our expert speakers understand how to start, grow, and succeed in publishing's new world... and they can't wait to share what they know with you!

### Learning Formats

Whether you seek interaction, deeper dives into topic areas, learning labs to incite action, thought leader discussions, or all of these, IBPA Publishing University learning formats meet you where you want to be. With options for inspiration, peer learning, in-depth exploration, and hands-on training across a wide range of subjects, you're in control of your own professional development. **Preconference Workshop:** in-depth practical instruction to enhance capabilities and critical skills (pre-registration required). **Ask the Experts:** 15-minute one-on-one consultations with industry experts (pre-registration required). **Networking:** fun community building opportunities. **Deep Dive Lecture:** targeted development of skills and strategies featuring lecture-based instruction and brief audience Q&A. **Facilitated Roundtable:** facilitated discussion around a curated topic that gives each participant time to provide input. **Keynote:** inspiring industry expert presentation by the new CEO of Barnes & Noble, James Daunt, sharing unique experiences, knowledge, and ideas. **Interactive Learning Lab:** a blend of lecture-based instruction, case studies, peer learning, and high levels of interaction.

### Learning Levels

We're all at different stages in our publishing career and require different levels of learning. IBPA Publishing University leaves it up to you to decide which content is most beneficial and appropriate for your level of experience:

- **Introductory [L1]:** appropriate for those with limited experience of the topic seeking foundational understanding
- **Intermediate [L2]:** appropriate for those with some experience seeking to build on, apply, or enhance existing knowledge
- **Advanced [L3]:** appropriate for those with substantial prerequisite knowledge seeking the most up-to-date and strategic information
- **All Levels [All Levels]**

### IBPA Member Types

IBPA supports independent publishers of all shapes and sizes, and IBPA Publishing University strives to be the one conference to benefit all. To this end, all sessions are categorized by the following IBPA Member Types:

- **Author Publisher [AP]:** publishers exclusively publishing their own work (self-published authors)
- **Independent Publisher [IP]:** publishers publishing the work of others (as well as—sometimes—their own work) using a traditional or hybrid publishing model
- **All Publishers [All Publishers]**

### Ticket Types Available\*

FULL CONFERENCE • FRIDAY ONLY • SATURDAY ONLY

Full Details at [PublishingUniversity.org/](https://PublishingUniversity.org/)

*\*Psst: Find PWS/PWOC Discount Information on Page 2 of this Newsletter!*

# 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));
- **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!***

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From Page to Press*

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a lasting impression!"*

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PWOC Meeting Scribe