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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, May 30, 2020 (VIRTUAL!)

***Location:*** Webinar—Zoom (*watch for details*)

***Time:*** 10:30 a.m. to 12:00 Noon

***Topic:*** ***Social Media Secrets for a Successful Book Launch***

***Speaker:*** ***Lizzy Renee***

**Please watch for the link in the meeting notices sent to your email inbox on May 26 and May 29. This meeting is FREE.**

Lizzy Renee published her book *52 Tips: Using CBD for Your Health and Wellness* in January, and it reached Amazon #1 Best Seller during her weeklong campaign. She did this with multiple strategies, including reach in Amazon book categories, live events, and an extensive social media campaign. She shares her secrets in this detailed online presentation. This is a FREE event—join us!



**Lizzy Renee** is a CBD advocate and educator and the owner of Love at 1<sup>st</sup> Drop, an ecommerce website bringing high-quality, affordable CBD products to market.

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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**

**PWSD News**

Thanks to everyone who joined us on Zoom in April. We had a nice crowd, and everyone seemed to handle the new technology. We saw some new faces and heard some new voices as well as welcome regulars. So happy we all could connect.

Susie Schaefer gave a great presentation on how to capture your ideas and get a jump on your manuscript. Although it was more about writing than publishing, it felt appropriate, as I know many people are using this time to get started on that book they've been meaning to write. Thank you, Susie, for many wonderful ideas.

We'll do an online program again in May, since even if the library is allowed to be open again, I know there are many of our members who may not be ready to venture out. We welcome Lizzy Renee Carlin, author of *52 Tips: Using CBD for Your Health and Wellness*. Lizzy will describe her strategies for enhancing the discoverability of the book on Amazon, turning it into a category bestseller. Then we will take questions from the group.

If you are interested in joining us, please find instructions and a link in the program notices the week before the May 30 meeting. This will happen from your home, on your computer. This meeting will be FREE, from 10:30 a.m. to Noon, Saturday May 30.

If you have questions, send them [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and I will answer them as soon as I can.

In June we welcome Mandy Beverly Jackson, who will discuss social media for authors. She's got a great, hands-on PowerPoint presentation she will share.

**PWOC News**

At this time, until we have a clear understanding of when the world will return to normal, we're suspending the PWOC meetings.

**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***

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

## **IBPA News**

IBPA has created a very helpful COVID-19 Resource Center, specifically for independent publishers, and they are presenting a weekly COVID-19 Roundtable. During this online webinar, experienced publishers are discussing how they are adjusting business or finding support during this unique time, and also taking questions from the attendees. I've joined the last two and found them to be informative, energizing, and comforting. (We are all in this boat together.) It is great to understand all that publishers, distributors, bookstores, and authors are doing to get through this time. For more information and to join the webinar, go to <https://www.ibpa-online.org/events/EventDetails.aspx?id=1354890>

## **IBPA Membership**

If you have already launched on your publishing journey, I encourage you to explore the benefits of joining Independent Book Publishers Association. This is the national association that includes regional affiliates such as PWSD. You can find information on their very robust and informative website: [www.ibpa-online.org](http://www.ibpa-online.org).

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

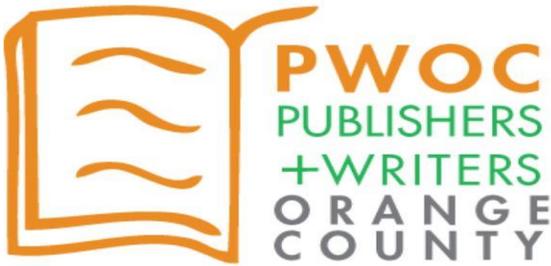
*Read Local*



## **Read Local News**

As expected, The Encinitas Spring Street Fair is cancelled. If you paid for a space at the February meeting, contact [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) about putting the fee toward the Holiday Fair in November or getting a refund. Please be sure to sign up for the newsletter at [www.readlocal.org](http://www.readlocal.org) so you are on our mailing list, and we will contact you about the Encinitas Holiday Fair.

Go to [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 it adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.



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

## IN THE OC OR VICINITY?

Come Join Us on the  
First Saturday of the Month!\*

10:00 a.m. to 12:30 p.m.

Rotary Room, City of Orange Library\*  
407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

*\*Always check the meeting announcement  
or website to confirm the location.*

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org) and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP.

**A fun, after-meeting plus:** Whenever you attend our ON-SITE 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!



**IMPORTANT: NO PWOC MEETING ON JUNE 6;  
INSTEAD, YOU'RE INVITED TO ATTEND THE FREE  
"VIRTUAL" PWSD MEETING ON ZOOM, MAY 30!**

***See Page 1 for topic and speaker information, and  
watch your email inbox on May 26 and May 29  
for meeting sign-in details!***





## *A Tribute to Eve Gumpel*

*October 1, 1955 – May 5, 2020*

We were saddened to learn of the passing of PWSD/PWOC member Eve Gumpel. Eve was admired as a savvy, multi-talented individual and loved as a friend. Here are comments from some people who knew her.

Flora Brown (FloraBrown.com), who first reached out to Eve about ten years ago, said, "Eve was always friendly and accommodating. I really enjoyed her company and wry humor."

Lynette Smith (AllMyBest.com) said, "I first met Eve, a fellow copyeditor, in 2013, and we worked together as PWOC volunteers. I enjoyed her company and always admired her moxie and ambition: Eve took voice lessons, learned ghostwriting, and was a wonderful public speaker, as evidenced in her January 10, 2018, SUE Talk, 'There's a Reason They Call it Practicing Medicine'" ([youtube.com/watch?v=SnaNhWWGVIM](https://www.youtube.com/watch?v=SnaNhWWGVIM)). "I also really enjoyed her humor in person and in her annual *Veys of Our Lives* newsletter. Eve was a wonderful copyeditor and business friend, and a great person to bounce ideas off of. I miss her already."

Claudia Suzanne, The Ghostwriting Expert (Wambtac Communications, Wambtac.com), trained Eve to be a ghostwriter during a multi-year program and came to know her well on many levels. "Eve was adorable; a wonderful editor, a delightful singer, and everyone's biggest fan," she said. "She loved making contacts and networking and connecting people. She was a fantastic human being who was always growing and blossoming. She was the editing voice in the back of my head. I'll miss her enthusiasm, support, smile, bounciness, and energy."

Karla Olson, president of PWSD/PWOC and publisher at Patagonia, wrote, "Wow, we are really going to miss Eve. I, too, loved her wry sense of humor and sly little laugh. Eve was the 2019 PWOC/IBPA Publishing University scholarship winner, and she shared what she learned in a wonderful presentation to PWOC last year. She was a great contributor to our organization and helped out with posting notices, schlepping projectors, writing for the newsletter, and more. She was a sensitive but firm editor who helped make writers' work sing. Eve was an example of what makes this group so wonderful, and her absence will be sorely felt. My condolences to her family and many, many friends."

Visit <https://www.dignitymemorial.com/obituaries/costa-mesa-ca/eve-gumpel-9170743> to read other tributes to Eve.

## Member Announcement

Andrea Susan Glass will be teaching her four-week UCSD Extension course “Marketing for Copyeditors: How To Get the Word Out” starting May 18. In the course you’ll identify your area of expertise, determine niche markets, and investigate ways to market your services through online and offline strategies. You’ll develop a marketing message and create promotional materials and presentations that relay your message. At the end of the course, you will have a three-month marketing plan and schedule to get you into action. To register, go to <https://extension.ucsd.edu/courses-and-programs/marketing-for-copyeditors-how-to-get-the-word-out> or else contact Andrea at [Andrea@WritersWay.com](mailto:Andrea@WritersWay.com) for more details. **WritersWay, Coaching & Teaching, Ghostwriting & Copyediting, 858-350-5235, [WritersWay.com](http://WritersWay.com)**

## Invitations & Reminders for Members

**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>

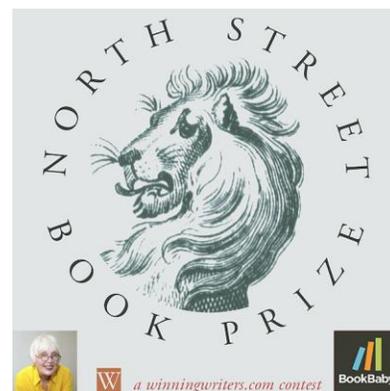
Anaheim Central Library is presenting a FREE Writers' Workshop Series monthly this year, through December! Discover the keys to becoming a better, even a great, writer. Learn how to publish and market your work. Workshops will be held monthly on Saturdays at 2:00 p.m. for adults and teens (7th grade and up), and no RSVPs are required. Join us on the following workshop dates: May 30 ("Build Your Power Author Brand"—CONFIRM WITH LIBRARY), June 20 ("Dreaming, Writing, Healing: A Creative Trilogy"), July 18 ("How to Build Your Novel" —CONFIRM WITH LIBRARY), August 15 ("Going Deep Into Deep Point of View"), September 19 ("Publishing and Promoting Stories"), October 17 ("Time for Some Action: Events That Move Books"), November 14 ("Copyright Law 101 for Writers"), and December 12 ("Vocal Training for Writers: Developing Your Professional Reading Voice"). For more information, go to [Writers' Workshop Series Flyer](#) or contact Sarah Emmerson at [semmerson@anaheim.net](mailto:semmerson@anaheim.net) with questions.

### North Street Book Prize for Self-Published Books

Deadline: June 30, 2020

Enter your self-published book into the sixth North Street competition, sponsored by Winning Writers and co-sponsored by BookBaby and Carolyn Howard-Johnson (author of *The Frugal Book Promoter*). Choose from six categories:

- Mainstream/Literary Fiction
- Genre Fiction
- Creative Nonfiction & Memoir
- Poetry
- Children's Picture Book
- Graphic Novel & Memoir



The top winner in each category will win \$1,000, **one grand prize winner will win \$5,000**, and all will receive additional benefits to help market their books. Any year of publication is eligible. Entry fee: \$65 per book. Deadline: June 30. Submit online via [Submittable](#) or by mail. According to Writer's Digest, Winning Writers is one of the "101 Best Websites for Writers." For more information, contact [pw.org](http://pw.org).

### La Jolla Writer's Conference

October 23–25, 2020

Hyatt Regency at La Jolla, 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.

# 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).

***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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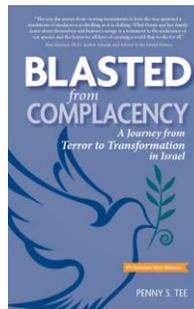
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PWOC Meeting Scribe