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## **Publishers & Writers of San Diego (PWSD)**

is a professional association of the San Diego publishing community. 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)

**Meeting: Saturday, January 30, 2021 (VIRTUAL!)**

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

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

**Topic: “Gain Insta-Clients with Speaking and Workshops”**

**Speaker: Caterina Rando**

**Happy New Year, and Welcome 2021!**

***Please watch for the link in the meeting notices sent to your email inbox twice during the next few days before this FREE online meeting.***



This interactive presentation by Caterina Rando is designed to remind authors and publishers that they have massive value to bring and to show them simple, yet significant strategies they can use to gain clients and serve others through public speaking and workshops. Participants will learn key steps to becoming sought-after speakers who are as booked as they want to be, while making a difference with every audience they present to.

**Caterina Rando** is on a mission to teach, mentor, and support speakers and authors to be themselves, do their thing, serve their people, and massively monetize their mastery. She shows entrepreneurs how to be loud and proud about the value they bring to make their businesses thrive. Her clients grow, shine, expand, open themselves up to new possibilities, and take their businesses further than ever before. Caterina is all about positivity, integrity, generosity, community, and providing massive value while uplifting others.

She is a sought-after speaker, event producer, and author. Her latest book is titled *ABCs of Public Speaking*. Her book, *Learn to Think Differently*, from Watkins Publishing, is available in over 13 countries and in several languages.

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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**

Welcome to 2021! What a year we had in 2020, one we will always remember. 2021 has gotten off to a raucous beginning, that's for sure, but I for one am hopeful that it will be better. And I'm also hopeful that we will be able to see each other again soon, though for right now, PWSD is still in virtual mode.

Thanks to all who joined us in early December for Andrew Chapman's insightful presentation on publishing with a cause. What an information- and idea-packed presentation. Andrew graciously shared his slides, which you can find [here](#) on the PWSD blog.

Let's start 2021 off right with a presentation from Caterina Rando. Caterina is an author and popular speaker, and she will share her strategies for how to gain readers, followers and clients with public speaking and workshops. I hope you will join us online on January 30. Please watch for a meeting announcement on Tuesday and Friday of that week. This meeting will happen from your home, on your computer. These meetings will be FREE, from 10:30 a.m. to 12:00 noon, but see "PWSD/PWOC Membership" below.

**Free PWSD Newsletter**  
✉ **Subscribe to the PWSD Newsletter**  
Subscription is free: get monthly articles from our speakers, writing tips, announcements, upcoming events, and more.

We have more planned for 2021, including Christy Whitman in February, who will speak about how to create a movement from a book. In March, Nathan Agin will speak about how to create and market the audio version of your book. And in April, Felicia Searcy will share her strategies for how to make a plan, create momentum, and let it carry you to a new level of success.

A couple of notes about meeting etiquette. Please be sure that you are muted while our speaker is presenting. Background noise is distracting for all other participants. If you have a question during the presentation, please put it in the chat, and I, as host, will monitor the questions. Please save general questions for the Q&A at the end of the presentation. The host will call on you and ask you to speak if they need your question clarified.

Some of you have asked if we can record the sessions, but for several reasons we prefer not to. Instead, most speakers have been sharing their slides, so be sure to go the [blog](#) to find presentations by many of our past speakers.

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

**Continued on next page**

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

### **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**

We are happy to make these virtual meetings free to participants, but we hope you will support PWSD in the following ways:

1. Make sure your membership is up to date. Watch your inbox for a notice if your membership has expired.
2. If you would like to check, email [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and he will check your membership.
3. If your membership is up to date, please consider paying the meeting fee. You can do this at [www.publisherswriters.org](http://www.publisherswriters.org) and clicking on RSVP.
4. If you are not a member, please consider joining. Membership is a very affordable \$47 per year, which helps us to get the best speakers and provide other benefits to our members. Go to [www.publisherswriters.org](http://www.publisherswriters.org) to join.
5. Tell your publishing and author friends and colleagues about PWSD and have them join us!

As most of you know, our yearly dues are a terrifically 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 send 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**

[IBPA Publishing University](http://www.ibpa-online.org) is coming, April 7–10, 2021. This year the event is fully virtual, so there is no better time to join and learn. Member registration is \$239, or \$339 for non-member registration, but you also get a free one-year membership to IBPA. With no travel expenses, this conference is a great deal! We've been working hard on the programming, so I know there is much to learn, and we will of course have the ever-popular "Ask the Expert" sessions. The keynote speaker is none other than the CEO of Barnes and Noble, James Daunt, interviewed by the chair of IBPA (as of last July 1), me! You won't want to miss it.

If you have launched on your publishing journey and you don't know about IBPA, I encourage you to explore the benefits of joining, because it can be a great support for you. This is the national association that includes such regional affiliates as PWSD. You can find more information on their very robust and informative website, [www.ibpa-online.org](http://www.ibpa-online.org).

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

IBPA has created a 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>.



## Read Local News

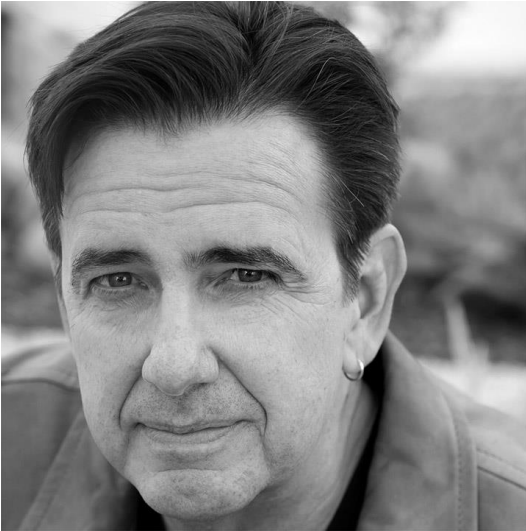
Right now, the Encinitas Spring Street Fair is scheduled for April 24–25. We'll keep an eye on the schedule to see if that holds. If you paid for a space for last year's Spring Fair, contact [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) about putting the fee toward the 2021 Spring Fair (fingers crossed!) 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 upcoming events.

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 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!**





## COREY FAYMAN

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Web: [www.sunburnedfedora.com](http://www.sunburnedfedora.com)

FB: [www.facebook.com/coreyllynnfayman](http://www.facebook.com/coreyllynnfayman)

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

**Fayman:** I have written and published four novels in the Rolly Waters mystery series, about a guitar-playing private eye who lives and works in San Diego. I've also had several short stories published in literary magazines over the last couple of years.

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

**Fayman:** I've been a big reader since I was a kid. In elementary school I always won the most stars for the number of books read by any student (yes, I was *that* kid). English was my favorite class and, along with music, writing has been my creative outlet, be it poetry, song lyrics, or prose fiction. I just don't feel like a fully engaged human being unless I'm regularly getting something down on paper.

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

**Fayman:** I got my BA in Creative Writing/Poetry from UCLA and immediately committed myself to a steadier and more lucrative profession—being a musician. Some years later, after the music thing didn't pan out, I got my MA in Instructional Technology from San Diego State University. That led to a career in instructional design, where I put my writing skills to work creating lessons, tutorials, manuals, interactive products, and marketing materials. During one particularly dull and frustrating week at the dot.com company I was working for, I got an idea for a story about an unconventional private eye who was also a guitar player. That first novel, *Black's Beach Shuffle*, was nominated for a San Diego Book Award, and I was hooked.

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

**Fayman:** I'm writing a historical mystery set in La Jolla in the 1950s that includes Raymond Chandler, J. Edgar Hoover, and Zsa Zsa Gabor among the cast of characters. If that doesn't help me to sell the book, I don't know what will.

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

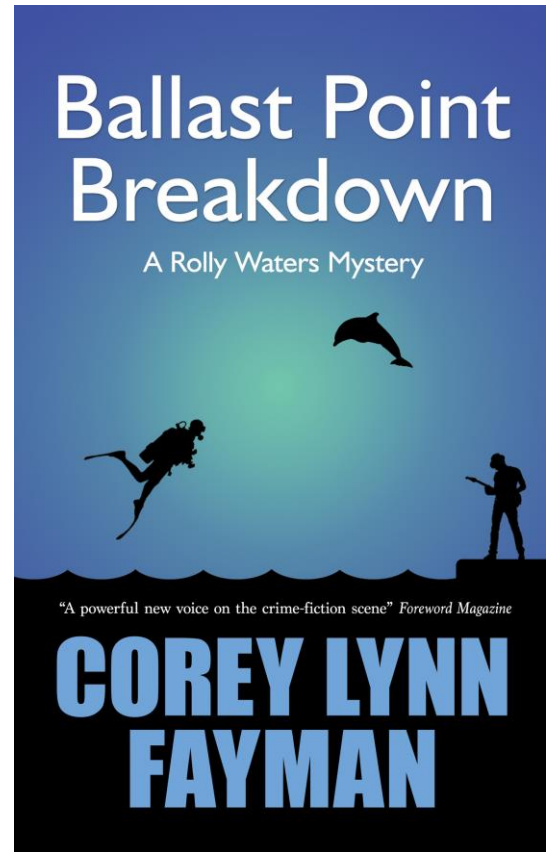
**Fayman:** I'm brand new to the organization, so I just want to learn more about the state of the business for those plying their trade in our fair town. I firmly believe you can never know too many editors.

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

**Fayman:** I expect I'll learn more from other PWSD members than they'll ever learn from me, but I'm happy to discuss the relative merits of self-publishing, hybrid publishing and traditional publishing, as I've now done all three. And, with the help of a beer or two, I will wax poetic on how the emotional and spiritual benefits of a creative life make it worth pursuing, in spite of its economic unpredictability.

**PWSD: 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?**

**Fayman:** I was the head of the multimedia department for the San Diego-based company MP3.com during the first internet boom in the early 2000s. The company had the largest public offering in history at that time, and for a few brief months I thought I might become a millionaire by the age of forty. Alas, the company's decline was almost as fast as its rise, and I had to keep working. I did end up with some excellent material for my first novel.



**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 be published in *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 PWSD meetings at reduced member rates!**

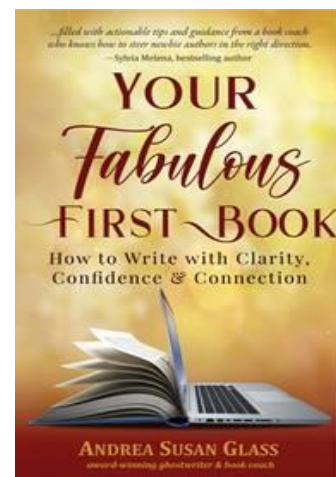
Yearly dues are only \$47—one of the most economical memberships available. As a member, you save \$10 at every PWSD meeting you attend, versus the \$20 nonmember meeting fee. Get meeting details for PWSD in each newsletter issue.

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



## NEW BOOK ANNOUNCEMENT

Member Andrea Susan Glass just published her first book, *Your Fabulous First Book: How to Write with Clarity, Confidence & Connection*. It's the ideal book for anyone who has said they want to write a book yet can't seem to get started. Andrea's mission is to reach as many aspiring authors' who need the book's guidance so they can realize their dream of writing and publishing a book. The book is available for purchase at [Amazon](#).



## 2021 Events Calendar

**Do you have an event or 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)**

### **IBPA Publishing University Virtual Conference April 7–10, 2021**

This year, the event is fully virtual, so there is no better time to join and learn. Member registration is \$239 for members or \$339 for non-member registration, and you also get a free one-year membership in IBPA.

### **Encinitas Spring Street Fair (Tentative) April 24–25, 2021**

The Encinitas Spring Street Fair is currently scheduled but tentative due to the COVID 19 pandemic. If you paid for a space for last year's Spring Fair, contact [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) about putting the fee toward the 2021 spring fair (fingers crossed!) 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 upcoming events.

**Due to the COVID-19 situation, conferences and workshops may be subject to cancellation or go online. Watch the newsletter for updates as the times get closer.**

**BE SAFE.**



## 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:

- **Attendance at a \$10 discount on each monthly PWSD meeting**, held the first 10 months of the year (usually on the last Saturday) and offering educational programs plus opportunities to network with colleagues, showcase your business, and sell your books;
- **Our monthly digital 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)); and
- **Regional collaborative marketing efforts**

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**

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**Visit us on Facebook today**  
**and let us know**  
**you like us!**



*From the Editor*

If you're an independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of [www.PublishersWriters.org](http://www.PublishersWriters.org) for membership information, and visit the home page to sign up for this newsletter.

**The closing date for newsletter contributions is the 1st day of each month.** Send your contributions to Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).

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

**Self-Publishing Coach**

*Assisting First-Time Authors  
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