

In this Issue

Meeting Announcement
President's Message
Read Local
Invitations & Reminders for Members
Events & Resources for the
Publishing & Writing Community
Welcome to Members
From the Editor
Newsletter & Social Media Team

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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, February 27, 2021 (VIRTUAL!)

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

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

**Topic:** *The Power to Create a Movement from a Book*

**Speaker:** Christy Whitman

**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.**

Creating a movement of any kind comes down to creating momentum. Momentum is a law of physics, defined as the impetus that a moving object gains naturally. Whether it's in reference to a relationship, a moving vehicle, or a great idea, once momentum is underway, that momentum takes on life all its own.

In this exciting presentation, learn three steps you can take to create energetic momentum—and start a movement—for your book:

- 1) **Reconnect to the purpose you want your book to serve.**
- 2) **Allow your desire to inspire your imagination.**
- 3) **Follow through on inspired actions.**



Follow these three steps and you will feel the rush of energy that is momentum building into a movement—all because of your book.

**Christy Whitman** is a Transformational Leader, Celebrity Coach and Law of Attraction expert, as well as the two-time *New York Times* bestselling author of *The Art of Having It All* and *Taming Your Alpha Bitch*. She is also the author of the international bestseller *Quantum Success*. Her forthcoming book *The Desire Factor* will be released April 21, 2021.

Christy has appeared on the news, *The Today Show*, *The Morning Show*, *Ted X*, and *The Hallmark Channel*, and her work has been featured in the media in various publications. She's been featured in *Goalcast*, *People Magazine*, *Seventeen*, *Woman's Day*, *Hollywood Life*, and *Teen Vogue*, to name a few.



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**By Karla Olson**

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

**PWSD News**

Caterina Rando inspired us to have a great 2021 with her terrific presentation in January. She offered many ideas for how to build your momentum with the material from your book. The formula for success, according to Rando, is “visibility + value + consistency = influence.” She talked about how to achieve each of the ingredients and then how to leverage your influence. She encouraged everyone to invite instead of promote on social media, as a means to build trust and value. All great advice. She also predicts that even when we get back to normal and can meet in person again, the “new normal” will include the types of virtual community we’ve been experiencing. Recognize what we are all learning in this time and remember it! Thank you, Caterina.

Speaking of virtual, we are still virtual until further notice. Please watch for a meeting announcement on Tuesday and Friday of the last week of February for a notice about our next meeting on February 27, from 10:30 AM to Noon. The meeting is FREE, but see “PWSD/PWOC Membership” later in this message.

I’m excited to have Christy Whitman join us in February, when she’ll speak about how to create a movement from your book. I’ve heard she’s a terrific presenter, and I’m grateful she is joining us. 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 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 the host (me!) 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.

For several reasons, we prefer not to record the sessions. Instead, most speakers have been sharing their slides, so be sure to go the [blog](#) to find presentations by many of our past speakers. (Caterina did not use slides.) Go on Facebook if you want to find a member who joined the presentation and can share their notes.

**PWOC News**

Until we have a clear understanding of when the world will return to normal, we’re suspending the PWOC meetings.

**Continued on next page**

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

### **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 very affordable at \$47 per year. In addition to the reduced meeting fee, you get a listing in our membership directory and a snazzy nametag. Join easily 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 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 1-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 that 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 (me!). You won't want to miss it.

As you know, on July 1, I officially took over as chair of the Independent Book Publishers Association. I've just been elected to serve another year! I am so honored to lead such a terrific organization.

If you have launched on your publishing journey and you don't know about IBPA, which can be a great support for you, I encourage you to explore the benefits of joining. 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, and to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.

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>



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



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

If your membership is current, Glenna 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. Glenna 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.

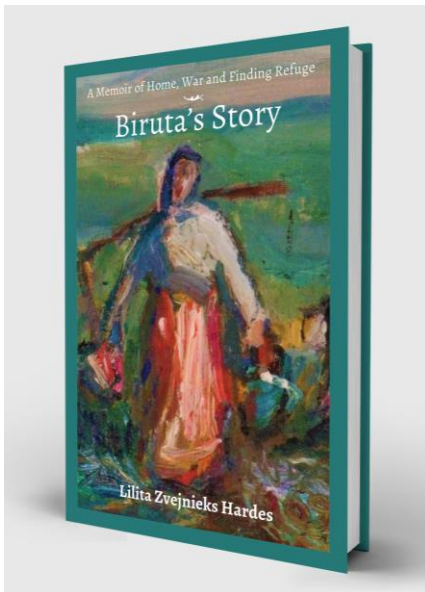
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you like us!**



## New Book Announcements

**Lilita Zvejnieks Hardes**, a first-generation American, recently published her mother's memoir, *A Memoir of Home, War and Finding Refuge: Biruta's Story*.

The story begins in 1939 Riga, Latvia, where a nine-year-old Biruta lives an idyllic life with her family. An independent country, Latvia attempts to remain neutral during the war, but it is situated between two ruthless rivals. Stalin's Communist Soviet Union and Hitler's Nazi Germany, in turn, occupy the country. When the Soviets return in 1944, the family flees to Germany to live in a displaced persons (DP) camp for five years. During that time, Biruta comes of age and finds love, and the family learns they can never return home.



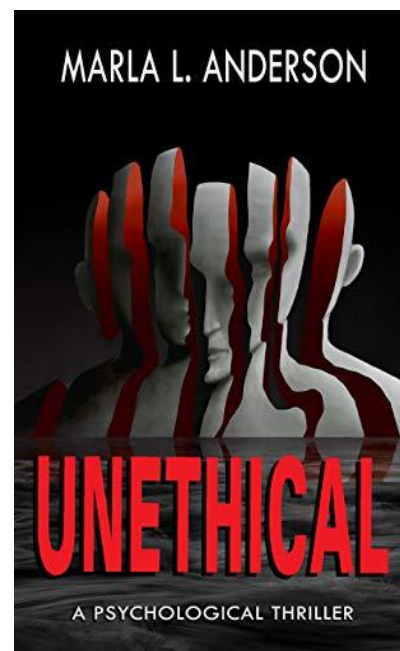
A licensed clinical therapist, **Lilita Hardes** worked her entire career counseling children and families. Retirement gave her the opportunity to return to the joys of the written word and to work with her mother to craft her memoir. The book is based on family letters, documents, and interviews, as well as historical resources. Lilita's professional experience helped her capture Biruta and her family's emotions as they faced war, displacement, and immigration.

Additional information about the book and its resources is available on the author's website at <https://www.lhardes.com/>. The book is available on the website, on Amazon, and through other booksellers.

### New Release: Marla L. Anderson

In this combination medical/legal thriller, attorney Josephine Rinaldi is struggling to balance her fledgling legal career with caring for her father who has Alzheimer's Disease. Jo thinks she's found the perfect solution in a clinic run by Dr. Adrian Kessler, where her father will be in expert hands.

Unfortunately, her relief is short-lived when questions about her father's care go unanswered and looking deeper puts both their lives at risk.



# 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. Register now at <https://www.publishinguniversity.org/register>

## **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@monkeymedia.com](mailto:j@monkeymedia.com). (See announcement at top of this newsletter page for details.)

### Free PWSD Newsletter

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

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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**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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