

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

May 2021

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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, May 29, 2021 (**VIRTUAL!**)

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

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

**Topic:** Your Book Is Your Greatest Marketing and PR Asset: Use It!

**Speaker:** Ivy Slater

**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.**

Being an author is fulfilling, but connecting with your audience to build your company, sales, profits, or brand is true success. You are an author, so you can also position yourself as an expert in your industry. Ivy Slater, author, speaker, podcast host, and *LinkedIn Live* show host, shares inside secrets she experienced from her first two bestselling books. Learn to use your book to build an audience, a platform, a brand, and a business:

- Strategies you need to ensure your book is an asset to build your network;
- Creating a speaking platform with your book;
- Your book is your greatest marketing and PR tool—the ripple effect of exposure from podcasts, TV, and print;
- The people you interviewed for your book are a key asset—how to engage them for mutual success; and
- The key differences between just selling a book and acquiring customers for life.

**Ivy Slater** is an entrepreneur, internationally bestselling author, speaker, podcast host, and professionally certified business coach. As the CEO of Slater Success, Ivy works closely with C-Suite executives and upper-level managers to advise and create clear strategies that provide instant and long-term impact on businesses. Prior, Ivy owned and operated a successful printing business, Slater Graphics, for over twenty years in New York City. Ivy is the author of the international bestseller, *From the Barre to Boardroom: Choreographing Business Success Through Authentic Relationships* as well as *Conquering Your Fear of Money: A Woman's Guide to Business Success*, and she has a weekly podcast, *Her Success Story*, where she interviews gutsy businesswomen on their compelling journeys towards achieving success.



**PWSD Officers**

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

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

**Bob Goodman**  
Founder

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

**PWSD Newsletter Staff**

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

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

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

**Other Key Volunteers**

**Glenna Bloemen**  
Member Profile Editor *pro tem*  
[gab11853@aol.com](mailto:gab11853@aol.com)

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



**By Karla Olson**

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

**PWSD News**

I'm so sorry to have missed the April presentation by Felicia Searcy. I hear it was terrific. Thank you, too, to David Wogahn for taking over the Zoom helm. I was on a much needed, post-vaccination weekend with my family, and my heart so full!

In May, we welcomed successful author and businesswoman Ivy Slater. Ivy is working on her third book, after writing and publishing two best sellers. She's going to be sharing the lessons she learned: that your book is your best marketing and PR tool—if you use it right! I'm sure you join me in looking forward to hearing Ivy's stories and strategies.

The world is starting to open up again, but exercising an abundance of caution, we are still virtual until further notice. Please watch for a meeting announcement on Tuesday and Friday of the last week of May for a notice about our May 29 meeting from 10:30 a.m. to Noon. The meeting is FREE, but see "PWSD/PWOC Membership" below.

In June we welcome back veteran book marketer Jill Lublin to bring ideas for how to stay visible in uncertain times. In July, Publishing University Scholarship Recipient Janet Williams will share what she learned attending this year's top-notch conference with IBPA.

A couple of notes about meeting etiquette. Please be sure that you are muted while our speaker is presenting, as 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 clarification of your question.

Several of you have asked if we can record the sessions, and 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.

**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.

***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, and 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 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 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**

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 such regional affiliates as PWSD. You can find information on their very robust and informative website at [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>



The Encinitas Spring Street Fair has once again been cancelled. 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 fall fair, November 20–21 (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. We are expecting to participate in the Encinitas Holiday Fair in November.

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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## TALK TO ME by Zoe Amos: An interview

Author Janet F. Williams discusses her *Over-the-top Comedy Drama Lesbian Romance*

PWSD member Janet F. Williams and publicist Jen Coburn put together this interview about Janet's new book, *Talk to Me*, released March 1st from Sapphire Books Publishing. This is Janet's second lesbian romance written under her pen name, Zoe Amos, and her first novel to be traditionally published.

**Jen:** Tell us a little bit about your book, *Talk to Me*.

**Janet:** The story starts when Claire applies for work at a fictional San Diego AM station to start a new life. You might say Claire is “newly” gay; she’s already out and separated from her husband. She lands a job as a call screener and has no idea what’s she’s getting into with Marly, the lesbian hostess of the talk radio show, *Gayline*. At first, everything seems normal, but when Marly launches into outrageous dialogues, Claire realizes Marly is a shock jock! This is a huge departure from Claire’s former life as a housewife and mother of two older teens. She stays at her job because she can’t deny the attraction she feels toward Marly, even while she struggles to settle her upended family relationships. There are a number of subplots, including one with a staunch conservative rival. Without saying too much, it’s an over-the-top comedy drama, and definitely follows the romance genre.

**Jen:** Why was it important to tell the story of a woman who comes out later in life?

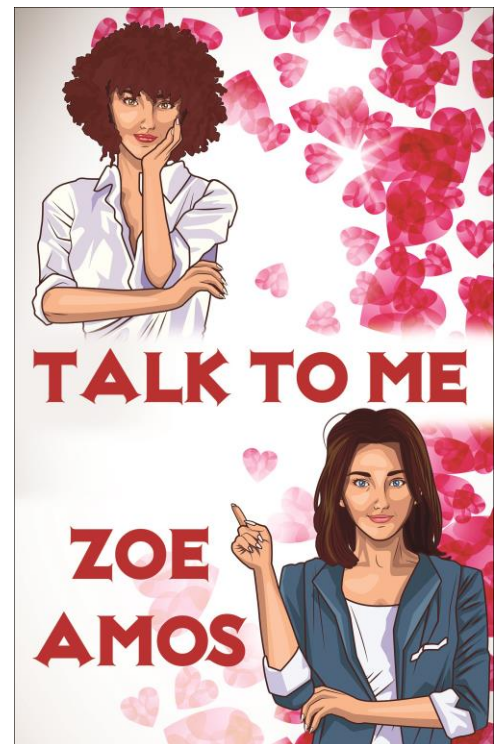
**Janet:** This happens all the time and yet it’s sidestepped in the lesbian romances I’ve read. People come out at all ages, sometimes well into their senior years, so why not talk about it? These stories need to be heard. A lot of people I know are tired of reading romances that feature beautiful twenty-somethings with no family attachments—how convenient. In *Talk to Me*, Claire is in her late 40s and her children are mostly grown. At her midlife stage, it’s not uncommon to take a look at who you are and reevaluate the direction of your life.

**Jen:** How did you learn so much about what goes on at a radio station?

**Janet:** The radio aspect is closely tied to my own life. Back in the mid '90s, I unexpectedly ended up learning board operations and then co-hosting a jazz program at KBNN for two years. Even though it was this dinky radio station out in Ramona, let me tell you, it was scary being on the air, and at the same time, exhilarating. I figured it out and grew to like it a lot.

**Jen:** What do you hope readers will take away from *Talk to Me*?

**Janet:** My primary objective is entertainment—I write stories I want to read. As an author, I know you have to rewrite and edit, rewrite and edit—it never stops, so you’d better like your story. Romances are often dominated by the same tropes. Instead, I had an idea for a lively original story where the protagonist had to resolve a strong family conflict in addition to finding her way to the woman she desires. This story has



elements anyone can relate to, no matter their sexuality, or even if they weren't interested in romances. I think a lot of us could use a dose of fun right now, and some extra love. I hope readers finish with a smile, a few warm fuzzies, and a better understanding that people often share the same emotions over life's ups and downs.

**Jen: Is this your first novel, or do you have others?**

**Janet:** In 2013, I self-published a futuristic novella, *Superior: Adventure Romance*, that takes place in Michigan's Upper Peninsula. The romance faces obstacles from what I imagined could be a realistic, yet dysfunctional society by including the kinds of social division we're seeing today, tied in with the effects of climate change. I've had short stories traditionally published in lesbian anthologies under Zoe Amos, my pen name, and others self-published. They're all available online.

I also published *You Don't Ask, You Don't Get* under my given name, Janet F. Williams. The book is about how to ask for what you want and increase your chances for getting it. Kirkus awarded it Best Specialized Instruction Book of the year. It won three awards and is popular because it's still relevant today.

**Jen: It's not easy to get your book traditionally published. How did you do it?**

**Janet:** In a word: persistence. I did a lot of research and Sapphire was my publisher of choice because they cater to the lesbian romance market. Unfortunately, they were closed to submissions. I kept my eye on them even as I pursued others, and as soon as I could, I submitted. They got back to me right away and put me under contract before assigning the book to their editor, another plus.

**Jen: If you were casting the movie version of your book, who would play the leads and why?**

**Janet:** For Claire, I'd say Sarah Paulson. She has this prim side, but she can break out of it for her excitable moments. And for Marly, it's gotta be Kate McKinnon, with her crazy energy. Both of them have the comedic timing and versatility needed for the roles, for ad-libbing, and for when it gets serious. They're the right age, both gay, which for the sex scenes, um, okay, I'll just stop there.

**Jen: What are you working on currently?**

**Janet:** There's the romance at the car dealership, the romance with corporate subterfuge, a road trip adventure, short stories, a non-fiction book on giving, and a memoir. I've considered writing a prequel to *Superior*, which supposedly takes place after the Second Civil War and the Water Wars. Now I think, *yow!* Maybe that was too prescient.

**Jen: Shall we talk about the publicity you've received?**

**Janet:** Yes. We worked together on the local publicity, and our efforts paid off in terms of article exposure with distribution by the local papers around San Diego neighborhoods. I felt excitement reading Karla Peterson's great feature article in the San Diego Union Tribune. They sent a photographer out beforehand and interestingly, the very last picture he took was the one they used in the paper.

On my own, I pitched a number of LGBTQ outlets, and some of them responded. The best was a full back page in the *Las Vegas Pride* magazine, one of the bigger magazines. I also got exposure in Hollywood, and around the US and Canada. Additionally, I pitched a number of well-known lesbians, referred to as "celesbians," mostly comedians popular with my demographic. I received some wonderful endorsements I've put out on social media. I have more endorsements and more marketing plans yet to play out.

**Jen: Where can readers find *Talk to Me*?**

**Janet:** It's in wide distribution through Ingram, so the ebook and paperback are available wherever books are sold. Here is the link to Amazon: <https://amzn.to/3pPcbjz>.

## Announcements

**PWSD member Lilita Zvejnieks Hardes** was selected by the San Diego Public Library as the author of the month for May. On Saturday, May 8, 2021, Lilita spoke about her book, *A Memoir of Home, War and Finding Refuge—Biruta's Story*. It is the heartwarming story about her mother's experience as a first generation American. This loving tribute to her mother is a compelling and well-researched memoir about her mother's journey as a young Latvian war refugee during WWII. Biruta fled Latvia to escape Nazi-occupied Germany in search of peace, love, and a place to call home.

## 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 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!**



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

## **San Diego Writing Workshop** **May 14–15, 2021 (Online)**

After successful 2015, 2017, and 2019 events in San Diego, [Writing Day Workshops](#) is excited to announce the **2021 San Diego Writing Workshop**—an online “How to Get Published” writing event on May 14–15, 2021. And even though this is a San Diego event, writers are welcome to attend virtually from anywhere. This writing event is a wonderful opportunity to get intense instruction over the course of two days, get your questions answered, optionally pitch a literary agent or editor, and more. Limited to 200 online “seats” and designed to squeeze as much into two days of learning as possible.

The conference is filled with classes and advice designed to give you the best instruction concerning how to get your writing and books published. They will discuss your publishing opportunities today, how to write queries and pitches, how to market yourself and your books, what makes an agent/editor stop reading your manuscript, and more. Literary agents will be onsite to give feedback and take pitches from writers, as well. No matter what you’re writing—fiction or nonfiction—each day’s classes will help point you in the right direction. You can ask any questions you like during the online classes, and get your specific concerns addressed. Writers of all genres are welcome. For more details, go to <https://sandiegowritingworkshop.com/>.

## **Southern California Writers Conferences** **September 17–19, 2021, in Irvine, CA** **Feb 18–20, 2022, in San Diego, CA**

Southern California Writers Conference is specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work. Plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level. For more details go to: <https://writersconference.com/la/>.

## **La Jolla Writer’s Conference** **October 22 – 24, 2021**

Aspiring writers of all levels, come and learn more about the art, craft, and business of writing at one of the nation’s top conferences. The LJWC provides guidance and support to help maximize every writer’s full potential, whether you are a casual writer looking to improve your craft or a practiced author looking for an agent. Faculty include *New York Times* bestselling authors, nationally recognized agents, editors, and publishers who teach in an intimate setting with class sizes averaging fewer than 25 people. This event includes lectures, workshops, and pitch sessions, and proves to be an invaluable experience for any writer. For more details go to <https://sandiegowriters.org/>.



## 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). (Click on the button that looks like what you see at right.) 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.)

### 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!**

*Newsletter & Social Media Team*

**Vanderblümen  
Publications**

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

**Self-Publishing Coach**

*Assisting First-Time Authors  
From Page to Press*

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

**Newsletter Managing Editor**

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**Book-Manuscript Scrubbing and  
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**Lynette M. Smith**

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714.777.1238

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

**Newsletter Copyeditor**



**Lauren Castle**

*Image & Branding Strategist*

858.459.7400

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[Lauren@Impress-Express.com](mailto:Lauren@Impress-Express.com)

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