

In this Issue

Meeting Announcement
 President's Message
 Read Local
 Care to Join Us?
 Member Welcome & Reminders
 Member Profile
 Announcements by and about
 Members
 Calendar of Events
 Resources for the Publishing
 & Writing Community
 Newsletter & Social Media
 Team

~~~~~

**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 in-person 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). Whenever meetings are virtual, they're held 10:30 a.m. to 12:00 noon. *Always check meeting information in newsletter for current location and times.*

**Meeting:** Saturday, July 31, 2021  
**Time:** 10:30 a.m. to 12:00 Noon  
**Location:** Webinar—Zoom (FREE online meeting)  
**Topic:** “IPBA’s Publishing University: An Inside Look with Janet F. Williams”  
**Speaker:** Janet F. Williams

*Watch for the link in the meeting notices sent to your email inbox twice (Tuesday and Friday) during the week before this FREE online meeting.*

Ever wondered what goes on at Publishing University (Pub U) or missed it this year? This presentation is for you! The Independent Book Publishers Association brings together knowledgeable industry members to present workshops, share knowledge, and introduce services relevant to authors and writers of all abilities. This year the conference came to us! Presenting at this month’s meeting is active PWSD member and IBPA Pub U’s scholarship recipient, author/editor/writing coach Janet F. Williams, who attended virtually. Join us as Janet delivers a lively overview of the 2021 Pub U conference, augmented by a slide show made from screen shots. Topics include the IBPA board meeting, keynote-talk recaps, workshop and panel session summaries, meet and greets, and fun surprises. Learn what you missed and find out why *you* will want to attend next year.



*Award-winning author Janet F. Williams founded Good Day Media as a publishing platform for You Don’t Ask, You Don’t Get, named by Kirkus Indie as Best Specialized Instruction Book, one of their top ten books in 2010. In 2013, she published a YA novella, Superior: Adventure Romance, under her pen name, Zoe Amos. In March 2021, Sapphire Books released her latest Zoe Amos romance, Talk to Me, available everywhere books are sold. Janet provides most editing services for fiction and non-fiction manuscripts, and as a writing coach instructs those who desire personalized attention. She has taught workshops at the Southern California Writers’ Conference, San Diego Professional Editors Network, and elsewhere, and is an LGBTQ+ sensitivity reader. Learn more at [JanetFWilliams.com](http://JanetFWilliams.com) and [GoodDayMedia.com/](http://GoodDayMedia.com/)*



**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**

**Andrea Glass**

Member Profile Editor

[andrea@writersway.com](mailto:andrea@writersway.com)

**Janet Williams**

Social Media Liaison

[gooddayjanet@gmail.com](mailto:gooddayjanet@gmail.com)



**By Karla Olson  
President, Publishers & Writers of San Diego**

**PWSD News**

We were happy to welcome back Jill Lublin for our June meeting. Jill offered such great ideas, from the simple and obvious (place your book(s) on a shelf behind you when you speak online) to the more complex (how to weave your book titles and content into your talk). Jill's exuberant presentation style was inspiring and felt fresh and particularly engaging. She also answered specific questions from viewers to make her content even more valuable. Thank you, Jill, for coming back to present to PWSD.

As you all know, every year we work with the Independent Book Publishers Association to award a scholarship for their annual conference, Publishing University. Pub U is a terrific conference that I have been attending for over 20 years, and I've enjoyed sharing the exchange of knowledge with many PWSD scholarship recipients. This year's scholar is Janet Williams, and at the July meeting she's going to share what she learned and what she found most valuable about attending Pub U.

Still looking for a speaker for August; what would you like to hear about? Suggestions are welcome. In September, Diana Concoff Morgan will help us build a robust platform before our book launch. Bella Mahaya Carter, author of *Where Do You Hang Your Hammock?* joins us in October to share what she's learned during her very successful publishing journey.

We're continuing to meet remotely through the rest of the year. We've gotten pretty good at it, but there are a few things to remember. A couple of notes about meeting etiquette: Please be sure 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 your question needs clarification.

The meetings are not recorded. Instead, most speakers have been sharing their slides, so be sure to go to the [blog](#) to find presentations by many of our past speakers.

*Continued on the next page*

## **PWSD-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. (If you wish, email [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and he will check your membership.)
2. **If your membership is up to date, please consider paying the meeting fee.** You can do this at [PublishersWriters.org](http://PublishersWriters.org) and clicking on RSVP.
3. **If you are not a member, please consider joining.** Membership is only \$47 per year, which helps us to get the best speakers and provide other benefits to our members. Go to [PublishersWriters.org](http://PublishersWriters.org) to join.
4. **Tell your publishing and author friends and colleagues about PWSD** and have them join us!

When you join PWSD, in addition to the reduced meeting fee, you get many other benefits, as listed on page 5. 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.

## **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 [IBPA-online.org/](http://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's being done by publishers, distributors, bookstores, and authors to get through this time. For more information and to join the webinar, go to [IBPA-online.org/events/EventDetails.aspx?id=1354890](http://IBPA-online.org/events/EventDetails.aspx?id=1354890).





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.



**“PWSD likes Facebook!”**

**[Visit us on Facebook today](#)**

**to let us know you like us and  
join the conversation!**



## Care to Join Us?

**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.) And take a look in the next section below at all the other extras you get as a member!

## Reminders for Members

**If you're a new or returning member, welcome to the PWSD family!** 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, as you'll see later on this page.

### **Subscribe to PWSD in order to optimize your membership:**

Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list. Go to [PublishersWriters.org](http://PublishersWriters.org) and 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.

### Free PWSD Newsletter

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

**Get found in the PWSD online member directory:** Email your new or revised bio & headshot to [Webmaster@publisherswriters.org](mailto:Webmaster@publisherswriters.org) as soon as you can, for valuable publicity! Our website is very highly ranked on Google, which means you will get broader exposure by being part of the member directory at [PublishersWriters.org/member-directory](http://PublishersWriters.org/member-directory). You must be an up-to-date member to be in the directory. Unsure when you should renew? Email [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and he will let you know.

**Get a snazzy permanent name badge to wear at on-site meetings:** Your badge will be available at meetings. (Please remember to turn it in as you leave.)

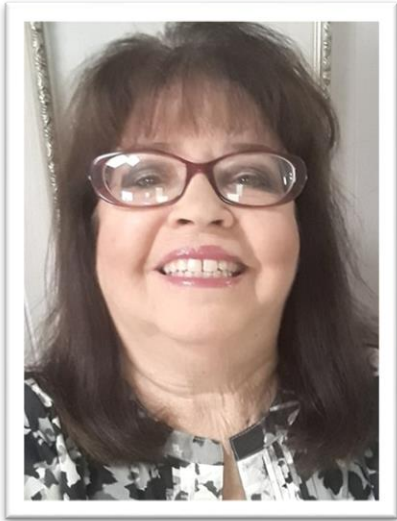
**Participate in occasional regional collaborative marketing efforts:** If you're subscribed (see above), you'll be notified of these events whenever they occur.

**Get a 30% discount on IBPA membership and optionally apply for a scholarship to IBPA's annual Publishing University:** If you've launched your publishing journey, join the Independent Book Publishers Association at [IBPA-online.org/](http://IBPA-online.org/) and use PWSD as the code to get your discount.

**Want to be profiled in PWSD's newsletter?** Contact Andrea Glass at [Andrea@writersway.com](mailto:Andrea@writersway.com). If your membership is current, she will provide you with 11 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, to her and she will publish your finished profile in *Publishers & Writers Monthly*.

**Do you have newsletter feature articles or ideas?** Send them to Managing Editor 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 Glenna. Thank you for your continued support.





## **Andrea Susan Glass**

### **Author/Book Coach**

**AndreaSusanGlass@gmail.com**

**AndreaSusanGlass.com**

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

I'm a nonfiction book author, a nonfiction book coach and copyeditor, and an instructor for UCSD Extension in the writing and copyediting programs.

#### **What first attracted you to writing or publishing?**

I started writing short books around age five, then poetry, then songs. I was told I couldn't make a living as a writer, so I got my bachelor's in education. When I found out I wasn't suited to teaching kids, I started taking adult school classes, and some writing classes reignited my passion for words.

#### **How long have you been writing or publishing?**

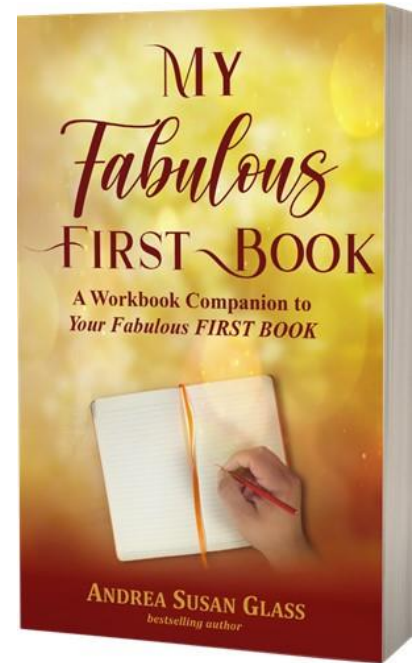
I've been writing professionally (getting paid) for about 30 years, mostly with articles. I was writing short books and seeking a publisher. When that didn't work, I started a ghostwriting business. Then I added copyediting, and later education.

#### **As a writer, what kind of books do you write? Any published?**

The initial books I plan to write and publish are about the process of writing and publishing nonfiction books. I've published two books so far. Down the road I have several books planned on personal growth and spirituality

### **What was your most recent project?**

I published *Your Fabulous First Book: How to Write with Clarity, Confidence & Connection* ([www.amazon.com/dp/B08SHMPGRS](http://www.amazon.com/dp/B08SHMPGRS)) in January 2021. In July, I published *My Fabulous First Book: A Workbook Companion to Your Fabulous First Book*.



### **What are you working on next?**

Other than marketing my two books, I'm working on developing an online course around some of the ideas in my books. I plan to launch at least one course this year. I also plan to publish my third book with the topic of building a business based on your book.

### **How long have you been a member of PWSD, and why did you join?**

I've been a member way over 30 years; I've lost count. I joined because my mentor at that time, Bob Holt, invited me, and it was close to home. I also realized that I craved connection with other writers to assuage the isolation of writing.

### **What benefits have you gained as a member?**

Countless ones! I've met amazing people who've become friends, associates, and partners. I've received numerous referrals. I've met aspiring authors whose books I've edited. And I've learned everything I could want to know about the business of books from the knowledgeable speakers at our monthly meetings. I've also had the opportunity to give back as I held various volunteer positions over the years. *(Editor's note: Andrea was PWSD's Newsletter Managing Editor for many years, and she recently volunteered to be our Member Profile Editor.)*

### **What would you tell prospective members about the organization?**

Because writing is a solitary experience, being a member of a professional organization is valuable, not only for social and professional connections but for tremendous educational opportunities.

### **What's something unique or special about you that you'd like others to know?**

I'm 70+ years and after 30 years of wanting and waiting, I published my first book. And I plan to publish at least one per year for as long as my brain and body hold out. I reached my lifelong dream of becoming a bestselling author the first week my first book was published.

### **What request might you have of other members?**

I'd love to connect with other nonfiction authors who would like to collaborate on joint-venture promotions, such as mailings and giveaways, and just to support each other in our writing and publishing journeys. And I'm always looking for advance readers who will read my books before publication and offer feedback and an honest review.



## Announcements by and about Members

Send your member announcements to Glenna Bloemen [gab11853@aol.com](mailto:gab11853@aol.com) by the first of the month for the next issue!



## Calendar of Events

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.

### Writers Festival San Diego

**July 17 & July 31, 2021, 9:30 a.m. to 6:30 p.m., Live Streamed on Facebook**

James Patterson and Matt Eversmann will be two of several keynote authors featured on the 17<sup>th</sup> and the 31<sup>st</sup> of this month. This wonderful event is sponsored by the Coronado Public Library, Warwick's, the San Diego Memoir Writer's Association, and others. Thousands attended virtually last year, and you can be part of this year's fun and education. Get full details and registration information for this third annual event at <https://sandiegowritersfestival.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/>.



**We know you have more resources to share. Please email them to Newsletter Editor Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com) and we will be happy to include them in this list.**

|                                                                               |                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Best Literary Agents Seeking Submissions in San Diego</b> .....            | <a href="http://Blog.Reedsy.com/literary-agents/san-diego/">Blog.Reedsy.com/literary-agents/san-diego/</a>                                                                                                                         |
| <b>California Resources for Writers</b> .....                                 | <a href="http://WriteByNight.net/California">WriteByNight.net/California</a>                                                                                                                                                       |
| <b>California Writer’s Club</b> .....                                         | <a href="http://CalWriters.org">CalWriters.org</a>                                                                                                                                                                                 |
| <b>City of San Diego Public Library</b> .....                                 | <a href="http://SanDiego.gov/public-library/news-events/localauthors/resources">SanDiego.gov/public-library/news-events/localauthors/resources</a>                                                                                 |
| <b>Independent Writers of Southern California</b> .....                       | <a href="http://IWOSC.org/writer-resources/">IWOSC.org/writer-resources/</a>                                                                                                                                                       |
| <b>Mystery Writers of America</b> .....                                       | <a href="http://MysteryWriters.org">MysteryWriters.org</a>                                                                                                                                                                         |
| <b>Romance Writers of America</b> .....                                       | <a href="http://RWA.org">RWA.org</a>                                                                                                                                                                                               |
| <b>San Diego Writer Resources</b> .....                                       | <a href="http://SanDiegoBookAwards.org/resources">SanDiegoBookAwards.org/resources</a>                                                                                                                                             |
| <b>San Diego Writers Ink</b> .....                                            | <a href="http://SanDiegoWriters.org">SanDiegoWriters.org</a>                                                                                                                                                                       |
| <b>SDSU 2021 Writers Conference</b> .....                                     | <a href="http://EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggli0t">EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggli0t</a> |
| <b>The Top Online Writers’ Conferences</b> .....                              | <a href="http://SoYouWantToWrite.org/blogs/syww/Top-25-online-writers-conferences-in-2021">SoYouWantToWrite.org/blogs/syww/Top-25-online-writers-conferences-in-2021</a>                                                           |
| <b>University of San Diego–Creative Writing</b> .....                         | <a href="http://SanDiego.edu/cas/creative-writing/">SanDiego.edu/cas/creative-writing/</a>                                                                                                                                         |
| <b>Sixty Writers Conferences for Authors, Bloggers, and Freelancers</b> ..... | <a href="http://TheWriteLife.com/writers-conferences/">TheWriteLife.com/writers-conferences/</a>                                                                                                                                   |
| <b>The Writers for Hire—Ghostwriting and Books</b> .....                      | <a href="http://TheWritersForHire.com/services/ghostwriting">TheWritersForHire.com/services/ghostwriting</a>                                                                                                                       |
| <b>The Writers Room</b> .....                                                 | <a href="http://WritersRoom.org">WritersRoom.org</a>                                                                                                                                                                               |
| <b>Writing Conferences and Events</b> .....                                   | <a href="http://NewPages.com/writers-resources/writing-conferences-events">NewPages.com/writers-resources/writing-conferences-events</a>                                                                                           |



**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**

**ALL MY BEST**

Book-Manuscript Scrubbing and  
Copyediting; PDF-Book-Layout  
Proofreading and Layout Check

**Lynette M. Smith**

*"Building Results, Respect,  
and Relationships!"*

714.777.1238

[AllMyBest.com](http://AllMyBest.com)

[Lynette@AllMyBest.com](mailto:Lynette@AllMyBest.com)

**Newsletter Copyeditor**



**Lauren Castle**

*Image & Branding Strategist*

858.459.7400

[Impress-Express.com](http://Impress-Express.com)

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

*"Make your first impression  
a lasting impression!"*

**Newsletter Circulation Manager**



**Janet F. Williams**

*Full-Service Manuscript Editing  
Private Writing Coach*

760.917.6125

[JanetFWilliams.com](http://JanetFWilliams.com)

[GoodDayMedia.com](http://GoodDayMedia.com)

[GoodDayJanet@gmail.com](mailto:GoodDayJanet@gmail.com)

**Social Media Liaison**



**Andrea Susan Glass**

Book Coach, Copy Editor

Nonfiction Books

*Bestselling Author*

WritersWay.com

AndreaSusanGlass.com

Andrea@writersway.com

858.350.5235

**Member Profile Editor**