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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 in-person meetings are held 10:00 a.m. to noon 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, May 28, 2022

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

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

**Topic:** “Everything Publishing Law, including What Happens to My Copyrights When I Die”

**Speaker:** Jonathan Kirsch

**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.**

Jonathan Kirsch, a publishing law specialist, will answer all your publishing, copyright, licensing, and intellectual property questions, with a special emphasis on publishing legacy: how best to protect your rights and pass them on to your heirs or your estate.



**Jonathan Kirsch** is an [American attorney](#) with a specialization in publishing law. He is the advisory counsel for the Independent Book Publishers Association. He is a writer himself, and a columnist for the *Los Angeles Times*. He is a [bestselling author](#) of books on religion, the Bible, and Judaism.



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

**PWSD News**

I'm so sorry we didn't meet in April, but I was finally attending Publishing University again, this time in Florida. It was great to be back together again, and the conference was excellent, as always. Standing ovation to the IBPA staff, who organized the in-person conference as well as the virtual conference the week before. Double the fun!

I also attended the Ben Franklin Awards, and it was the best ever. More than 1,900 entries, and the quality of all the finalists was outstanding. I know that at least two of our members (South Pacific Dreams and Patagonia) won gold awards. Please be sure to share if you were a finalist or a winner.

I'm pleased to welcome Jonathan Kirsch to our May meeting. Jonathan is an attorney with expertise in publishing. He's counsel to IBPA, and the person we all turn to with our publishing questions. He will answer all your questions but with a special focus on how to arrange for your copyrights and licenses in your will or estate. It is a question that has come up recently and that we all need to plan for. Please join us for the information you need.

**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 next page*

*President's Message—continued from previous 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:

**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.)

1. **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.
2. **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.
3. **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 387, Ventura, CA 93002.

## **IBPA Membership**

As you know, on July 1, 2021, I officially took over as chair of the Independent Book Publishers Association. 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 PWSD30 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 everything publishers, distributors, bookstores and authors are doing 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!



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**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 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, 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 Glenna. Thank you for your continued support.



# How My Hometown Library Adapted

Interview by  
**Robert Broder**

*Editor and Founder, Ripple Grove Press*

Note: This article was first published in the January/February 2021 issue of *IBPA Independent* magazine, which can be accessed [here](#).

IBPA Board of Directors member Rob Broder sat down with the president of the Vermont Library Association to discuss what has been going on during the pandemic and how it has affected libraries in the state.



In addition to being an IBPA board member and publisher of [Ripple Grove Press](#), I work part time at my hometown public library, Pierson Library in Shelburne, Vermont. I sat down with Kevin Unrath, director of the library and president of the [Vermont Library Association](#), to see what has been going on during the pandemic and how it has affected libraries in the state.

## How has the pandemic changed the dynamic of the library?

**Kevin Unrath:** Our library opened up a brand-new facility about six months before the pandemic hit, so we were very busy with new customers, programs, and services. It was heartbreaking to shut down the excitement and close the doors. However, because we had a good amount of space, new ventilation, and we're in Vermont (with some of the lowest rates of COVID-19 spread), we were able to reopen after only a month and a half being closed—first with curbside, then with limited browsing, and now with expanded browsing and in-library use time.

We're still running more of a “shop-and-go” model, though, with most soft furnishings removed and study/reading spaces limited to an hour in order to limit exposure to staff and other customers. The sneeze guard barriers and social distancing means a less personalized approach by staff, but customers are just happy to have a safe, familiar place to come during these strange times.



Kevin Unrath

## Are you still having book clubs?

**Unrath:** We are still hosting our book and cookbook clubs, and attendance has stayed at 80–90% of pre-pandemic. We went online initially and now are offering hybrid with socially distanced in-person participation and a big screen for online participants. I think members of these groups long for social interaction, which has been severely curtailed because of COVID-19; seeing familiar faces and talking with friends is such a treat for people that enthusiasm is really high.

## Has the budget of the library been hindered during the pandemic?

**Unrath:** We took a 5% hit to our budget and are looking at a flat budget next year, so it's not great, but it's not a drastic reduction either. During difficult economic times, libraries usually see more use, so the challenge is serving more customers with the same amount of or less money. We saw this during the recession 10 years ago and expect the same for the next couple of years. A federal COVID-19 relief bill that includes funding for state and local governments would be a real help in this area.

## Do you offer curbside pickup on books? Has it been well received?

**Unrath:** We do, and when it was the only way we could deliver books, it was very popular! Now that we are offering in-person browsing, it is still used by busy parents or by those who are at higher risk for complications from COVID-19 (the elderly and immunocompromised), but it's maybe 10% of our business, if that. Still, we're happy to do it and might continue even after we're back to normal.

## Is the library offering any programming for adults and kids?

**Unrath:** In addition to the book clubs mentioned earlier, we've offered virtual story times for kids and, more recently, in-person story times outside on the town green. Both have been moderately successful, drawing a dozen or so participants on average. We've had to take and make crafts for families to do together online, and that's been a hit. We've also started back with socially distanced game clubs for teens.



Pierson Library has removed most soft furnishings and study/reading spaces are limited to an hour to limit exposure to staff and other customers.

## Since you're also the director of Vermont libraries, how have the majority of towns been handling the circulation during the pandemic?

**Unrath:** It's a real mixed bag. Some libraries are smaller and older and have fewer staff, especially the very rural ones. About two-thirds of libraries are open to the public now for browsing in some capacity; the others are still doing curbside pickup. Very few are holding in-person programs. Most are still doing programming virtually.

## Have rural libraries in the state been affected?

**Unrath:** In addition to the comments above, one way rural libraries have continued to serve patrons is to keep their Wi-Fi on 24/7, with many boosting their Wi-Fi signals thanks to a grant from the Vermont Department of Libraries. There are still tens of thousands of households in Vermont without reliable internet, and libraries have helped kids continue their schooling and parents work remotely by offering this “digital lifeline.”

## Do you have to quarantine books when they come back into the library?

**Unrath:** Yes, for three days, after which we reshelve them or put them on the hold shelf for patron requests. This is a standard set after looking at research from the OCLC/Battelle Labs REALM project, which has been testing various library materials and how long COVID-19 can remain viable on their surfaces.

## Has ordering books changed?

**Unrath:** Other than the budgetary impacts, not really. We’re still ordering and cataloging, but we have 5% less to spend!

## How can small independent press get their books recognized and ordered with public libraries?

**Unrath:** We tend to go with book requests, book reviews, bestsellers, and already known authors.

We have a difficult time finding small press catalogs. They need to reach out to us individually.

It’s difficult to order and catalog self-published books. But we do look to see if the book is edited well, has an interesting topic, and fits our patrons’ needs. It helps if books can be found with Baker & Taylor or Ingram.

## Where do you go to order new books for the library?

**Unrath:** We order from both Amazon and Baker & Taylor, as well as our local bookstore (woohoo [Flying Pig Books!](#)). In fact, during the spring months, we shifted our ordering exclusively to Flying Pig in order to keep our money local. It was more expensive than ordering from Baker & Taylor, but we felt it was important to show this support with taxpayer dollars. We also spent a large, one-time buy for e-books through OverDrive after seeing a great jump in demand from people wanting to read library books but didn’t want to leave their homes. For the first time ever, we’ll surpass 10,000 e-books read by our patrons this year, whereas we weren’t even at 5,000 two years ago.

## Are online e-book downloads up since the pandemic?

**Unrath:** Yes, they are up 50% versus the same time last year, and show no sign of letting up.

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*Robert Broder is an [IBPA board member](#) and publisher of [Ripple Grove Press](#). He is also a member of the [IBPA Independent Editorial Advisory Committee](#).*







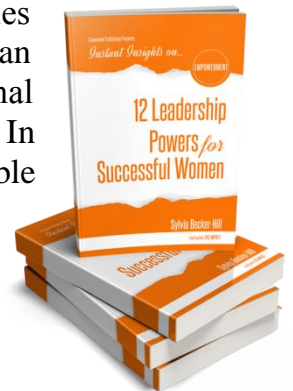
## Sylvia Becker-Hill

[Sylvia@becker-hill.com](mailto:Sylvia@becker-hill.com)

[Becker-HillBooks.com/](http://Becker-HillBooks.com/)

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

**SBH:** I'm an author with a few chapter publications in German nonfiction anthologies about coaching, leadership, corporate training, and networking and in American multi-author books filled with women's empowering stories. I have one international solo bestseller, [\*Instant Insights on 12 Leadership Powers for Successful Women\*](#). In 2020, I founded a boutique publishing house and published my first art coffee table book on Blurb. In 2021, I expanded my team and published my first multi-author book with 20 women from around the world, [\*You Matter: How Women Reclaiming Their Power Are Changing the World\*](#). The book became a bestseller in several countries on day one and is spinning off right now into multiple translations. It started a movement which makes me very happy.



Thanks to my team, my publishing house can provide all classic services of a publishing house. I also offer my executive coaching and women's empowerment expertise based in neuroscience to my authors for not only better writing but a transformation. The book becomes tangible proof of their personal evolution into more freedom and leadership.

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

**SBH:** The invitation of publishers who knew about my unusual creative take on corporate topics from my public speaking and reputation back in Germany. Later my own book was triggered by one sentence in a book about women and menopause from Katherine Northrup. She wrote that "fibroids are often caused by suppressed creativity." That sentence shook me to the core when I read it in 2016, because I was suffering from a monster-size fibroid. Writing my book about 12 leadership powers for successful women was a matter of healing myself. Which I did, to the shock of five surgery-obsessed doctors who all wanted to cut out my female organs. I'm proud to share that my body is intact and symptom-free after a few months of publishing that book!

**PWSD: How long have you been writing or publishing?**

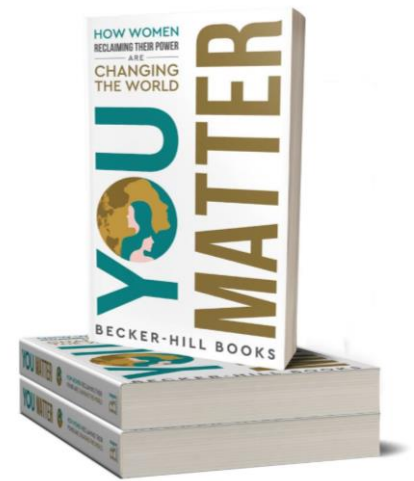
**SBH:** My first chapter being published was in 2004 in a German book about coaching tools. After 18 years, that book is still on the German nonfiction bookseller list! It became something like the German bible for professional coaches. I've been publishing since summer 2020. The lockdown was a gift for me which triggered multiple explosions of creativity and productivity. I launched four different business entities that summer!

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

**SBH:** As an author, I write women-focused empowering books; as a chapter contributor, I answer invitations from other publishers; and as a publisher, I focus on publishing women's stories to add them to human history and partner with women business owners who want to curate their own multi-author book filled with their clients as contributing authors. Those stories are inspiring for the reader and powerful non-salesy case studies for my book projects with woman business owners who use them to raise their credibility, establish themselves as an expert in their marketplace, and grow their business by using their curated multi-author book as a marketing vehicle.

**PWSD: What was your most recent project?**

**SBH:** *You Matter: How Women Reclaiming Their Power Are Changing the World.* To get 20 women from 26 countries (some have double citizenship) and a hugely diverse background of culture, race, and religion to gel as a community and get a book written, produced, and published in six months is close to a miracle. The book is positioned for several awards and recognitions, and I'm proud that the collection of stories is getting translated into Italian.



**PWSD: What are you working on next?**

**SBH:** I'm in the market research, contracting, and cover design phase for my next multi-author book with a business owner client who is an expert in parenting. The book will share stories of hard-working parents who struggle with overwhelm, guilt, and regrets juggling businesses and parenthood. It shows their transformational journey to parents who redefine parenting, so it's joy-filled and focused on who they as parents are and not the children as a product of proper parenting according to societal expectations. As a society, we need to redefine parenting based in the science-based fact that children model their parents. When parents are happy, healthy, mature adults, their children are more likely to grow into those kinds of leaders who will have a positive effect on the world as we know it. For me, books need to either be entertaining, adding beauty to the world, or changing the world.

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

**SBH:** I joined in fall 2021 because of my business growth and my desire to become a better writer and publisher. Plus, I love learning in community. It brings accountability and friendship, and it protects us from blind spots. A membership like this I perceive as expansive for my evolution.

**PWSD: What benefits have you gained as a member?**

**SBH:** Access and information about local resources, some moments of connection and laughter, and now this beautiful interview which gave me some empowering memories of my past successes and connected some dots of my own writing biography in my mind.

**PWSD: What would you tell prospective members about the organization?**

**SBH:** It's your tribe and treasure chest for resources, support, friends, and learning. If you are committed to growing as a writer/publisher, it's simply a no-brainer.

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

**SBH:** I'm a painting artist selling huge abstract paintings, including commissions based on a very personal briefing and, also in a coaching process for which the final painting becomes—like the books of my publishing house—the proof of your personal transformation.

**PWSD: What request might you have of other members? (joint venture promotions, launch team, referrals, reviews, advance readers...)**

**SBH:** If you read this from late March to late May you can see two of my paintings exhibited at the community gallery Aurora at the Forum mall in Carlsbad and meet me there on the third Thursday of each month for open gallery night with drinks and finger food! For joint ventures, I'm open if you're interested in growing your business and making money through a multi-author book.

*Announcements by and about Members*

Send your announcements for this column to Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com) before the first of the month for the next month's issue.

**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 eight simple questions to answer. Then, along with your answers, send her your full contact information, a head shot, and one or two other images, such as book covers or action shots, and she will publish your finished profile in *Publishers & Writers Monthly*.



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.

**“Editing: The Unspoken Box of Rage” presented by Tiffany Vakilian  
San Diego Professional Editors Network  
May 19, 2022, 6:45 p.m.**

Giving a writer their voice doesn't mean editors must fully sacrifice their own. Tiffany will empower and inspire us to allow and engage our feelings about the em dash, the missing comma, the ever-elusive perfect manuscript, and other style guide snafus. Come ready to share your editing stories as we celebrate your powers as an editor.

Presenter Tiffany Vakilian is a freelance entrepreneur with her Master's (and certification) in Transformative Language Arts and membership with the Editorial Freelancers Association (EFA). She is also an award-winning poet and performer committed to helping people use spoken, written, sung, or embodied word art to facilitate social awareness and connection worldwide. Tiffany created her Manuscript to Market Process to help unpublished authors go from holding their stories inside to confidently sharing published books on the global stage. She is a regular volunteer for various artist-supporting nonprofits throughout San Diego, including the San Diego Book Awards, where she serves as president. She's the quintessential Renaissance gal. [TiffanyVakilian.com](http://TiffanyVakilian.com)

For more details, contact Andrea Susan Glass, board member, SD/PEN ([SDPEN.com/](http://SDPEN.com/)) 858-350-5235, [pr@sdpen.com](mailto:pr@sdpen.com)

**La Jolla Writer's Conference  
Nov 4–6, 2022, San Diego, CA**

Save the date! Go to [LaJollaWritersConference.com](http://LaJollaWritersConference.com) to get the details as they develop.



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.

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|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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| California Resources for Writers .....                                                       | <a href="http://WriteByNight.net/California">WriteByNight.net/California</a>                                                                                                                                                       |
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| Mystery Writers of America .....                                                             | <a href="http://MysteryWriters.org">MysteryWriters.org</a>                                                                                                                                                                         |
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| SDSU 2021 Writers Conference .....                                                           | <a href="http://EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggliOt">EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggliOt</a> |
| Sixty Writers Conferences for Authors, Bloggers, and Freelancers .....                       | <a href="http://TheWriteLife.com/writers-conferences/">TheWriteLife.com/writers-conferences/</a>                                                                                                                                   |
| The Top Online Writers’ Conferences.....                                                     | <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>                                                           |
| University of San Diego—Creative Writing .....                                               | <a href="http://SanDiego.edu/cas/creative-writing/">SanDiego.edu/cas/creative-writing/</a>                                                                                                                                         |
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| The Writers Room .....                                                                       | <a href="http://WritersRoom.org">WritersRoom.org</a>                                                                                                                                                                               |
| Writing Conferences and Events .....                                                         | <a href="http://NewPages.com/writers-resources/writing-conferences-events">NewPages.com/writers-resources/writing-conferences-events</a>                                                                                           |



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