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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.

Meetings are held on the last Saturday of each month (except November and December). If held in person, they take place from 10:00 a.m. to noon, usually at the Carlsbad Dove Library (1775 Dove Lane, Carlsbad, CA 92011). If held virtually, they take place from 10:30 a.m. to 12:00 noon. Always check meeting information in the newsletter for current location and times.

Meeting: Saturday, February 24, 2024
Time: 10:00 a.m. to 12:00 Noon
Location: Carlsbad Dove Library Auditorium (In Person)
Topic: "Mastering the Art of Impactful Public Speaking"
Speaker: Terrie Price

Become a charismatic speaker and captivate your audiences like never before! Learn to:

- Boost Your Confidence: Overcome stage fright and self-doubt with proven techniques that empower you to exude confidence.
Engage Your Audience: Learn three interactive strategies to keep your audience attentive without reading verbatim from your book, allowing you to use your voice with authenticity.
Command Attention: Learn four tips to make your words more powerful and impactful.
Monetize speaking engagements: Use your speaking engagements to cultivate more raving fans.
Speak on the Big Red Dot: Gain insight on taking your big idea to the TEDx stage.

About the Speaker: Terrie Price has journeyed on the road less traveled, both actually and metaphorically. Terrie is a world traveler, international speaker, speaker coach, and owner of Unlimited You, helping speakers gain confidence. Terrie is a TEDx coach and will give her first TEDx talk in 2024. She also owns Globally Delicious, an international organization coaching women on how to live a plant-based lifestyle.





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

**PWSD News**

Coach and speaker Daniel Olexa helped us kick off an inspired 2024 with his presentation about listening to your intuition and getting out of the way of your own creativity. One thing I thought about often after his talk is the idea that everything around us—from books to buildings—was imagined before it was created. Think about that for a minute, and I believe you will also find it inspiring.

Next up is our own member Terrie Price, who will talk to us about being an impactful speaker. Terrie is a speaking and TEDx coach, who will soon be doing her own TEDx talk. I'm sure she will share her experiences planning her talk and securing her time on the stage. I know there are at least a couple other members (Dave Dolan!) who have been on the TED stage and would be willing to share their impressions and tips. I know that a TEDx talk is on my bucket list of things I hope to do in my life.

This meeting is in person and will be held in the auditorium at the Carlsbad Dove Library this month. Bring your friends so that we fill up the room!

We are alternating again this year, so February, April, July, and September meetings are in person. We may throw another in person meeting in there, too, you never know. Be sure to check this newsletter and the website every month to stay updated!

You won't want to miss IBPA Publishing University, which will be held in the Mile High City (Denver) from April 25–27. I'll be there, speaking on distribution as well as participating in Ask the Experts. For those of you who have attended in the past, you know PubU is an information-packed and fun event. Start planning now. [Here's](#) where you can find more information and take advantage of the early bird special.

*Continued on next page*

## **PWSD Membership**

In-person meetings are \$10 for members and \$20 for nonmembers. We are happy to continue offering 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. (If you wish, email [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and he will check your membership status.)
- 2. If your membership is up to date, please consider paying the meeting fee even at virtual meetings.** 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 four. 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**

If you have launched on your publishing journey and you don't yet 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). IBPA membership is very affordable, and to make it even better, PWSD members get a \$30 discount. Just enter PWSD30 as the coupon code.

IBPA has a monthly Roundtable that I highly recommend. It allows publishers of all shapes and sizes to share success strategies and brainstorm publishing challenges. I often attend and find them very valuable. Also, IBPA has recently created an education hub called [PubSpot](http://PubSpot), which assembles, in one easy-to-navigate site, all the invaluable information IBPA offers about how to succeed in publishing. From editorial to distribution and more, check out all the great articles and webinars that will help you succeed on your publishing journey.



## 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!

## Member Welcome and Reminders

**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 in-person 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 PWSD30 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 nine 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*.

**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.

## Story by Story

### *My New Volunteer Adventure in Retirement*

Lynette M. Smith

*Former Copyeditor for PWSD's Newsletter,  
Publishers & Writers Monthly*

**The back story.** Some of you may know I retired last fall from my 19-year copyediting and proofreading business, All My Best, to simplify life and enjoy full retirement with my husband.

When I emailed all my author clients last summer about my upcoming retirement, Peter Klein, a fellow PWSD member and one of my valued clients, wrote back, suggesting we meet for lunch sometime. He also asked, “What are you going to do when you retire?” At that time, I had no clue. I just knew I needed to “clear the decks,” professionally, as a first step.

So I closed down the business, discontinued my professional-editing memberships, stopped personally marketing my books, and gave notice to PWSD that I’d be ending my 20+ year membership and my 12+ year volunteer position as *Publishers & Writers Monthly* copyeditor.

Of course, I knew I’d keep all my books listed for sale online—[\*How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special\*](#) (© 2012), the [six themed guides](#) based on the book (© 2014–2016), and the 40-page handbook that has what I’ve always laughingly called “the world’s most boring title,” [\*80 Common Layout Errors to Flag When Proofreading Book Interiors\*](#) (© 2015). Royalties on future sales would be relegated to hobby income rather than business income.

But then I was bored. Realistically, Hubby didn’t want me keeping him company 24/7. And I knew I’d want some independent time too, for my own projects. Except that I no longer *had* any projects—no more sense of purpose and personal fulfillment. Frankly, it was pretty depressing.

**The big project that changed everything.** But in late November, an innocent genealogy question our son asked, coupled with my plan to create and assemble a series of illustrated written transcripts of relatives’ stories anyhow, blossomed into a wire-coil-bound family-legacy project that I mailed to our son in mid-January. Part of that project involved transcribing and illustrating two life-story interviews our son had conducted with his dad in 2009 and 2022. This project was fun to plan and assemble, and I got to use my creative skills, work experience, and existing software to produce something I was genuinely proud of.

**The epiphany.** Early last December, an idea had started percolating in my mind: to volunteer some of my available time (after my first priority of spending quality time with my husband) through a local hospice company to interview interested palliative care patients who, in the hospice’s opinion, were of sound mind, coherent, and likely to live at least a couple of months, to record and transcribe their life story. I felt this activity would be personally fulfilling on many levels:



1. As an interviewer, transcriptionist, editor, and compassionate individual, I could help those nearing the end of life to share their life story with family members, and in this way help bring meaning to their life.
2. I could also connect with others I encountered on social media who might be interested in providing the same service or who were already doing so, by mutual sharing of free written materials and advice so we could all do a better job and offer our services to even more patients through their respective local hospice companies.
3. In any remaining spare time, I could offer my tools, forms, and advice to help my own friends and relatives personally interview their loved ones at any stage of life, and then create a written transcript. I have envisioned this evolving into a free downloadable PDF info packet made available to the public at large as a resource on a friend's website.

**What happened then.** Peter Klein and I enjoyed that Ruby's Diner lunch together in mid-December. Since he had been an active volunteer with veterans, I asked him to critique a written proposal that I planned to present to St. Jude Hospice and Palliative Care, a local hospice company I had researched online the night before. His suggestions were truly helpful. The next day, I called St. Jude to request a January appointment with the administrator, and I briefly explained why. They responded enthusiastically, then as well as in person at my appointment, and they immediately brought me on board as an official volunteer. My first patient assignment for a life story, probably about twenty pages transcribed, may even be completed by the time you read this.

*Note: I knew I wanted to work with only one hospice company, not only for a more predictable schedule in working with just one patient at a time, but also to allow me to immerse myself in the patient's story, without distraction, for a better-quality result.*

**How the hospice company works with volunteers.** In exchange for Medicare's support, each hospice company needs a cadre of unpaid volunteers in addition to their own paid staff. Each new volunteer must

- Read a Medicare-sponsored orientation manual or watch the equivalent five-hour DVD,
- Offer a copy of their driver's license and undergo a criminal background check,
- Provide a couple of character references,
- Sign a release of hospice-company liability during volunteer-related travel,
- Take TB skin test (which the hospice nurse administers), and
- Be in good general health and, if ill or contagious, choose not to meet with patients.

The hospice company is flexible in what service the volunteer offers and how they offer it. For example, they were receptive to my vision of taking up to six weeks per life story, from start to finish; they agreed to my request to work on only one life story at a time; and they were willing to let me schedule my three envisioned appointments directly with the patient or the family, at mutually convenient times. Although I would be offering all my labor at no charge, I explained that after the third and final visit with a patient, I would need to be reimbursed a \$60 flat rate to cover my out-of-pocket expenses (online transcription, quality paper, and a flash drive) and charitable mileage. They agreed to this as well. (*Note: since this is merely a reimbursement, I don't have to declare this as income on my tax return, nor itemize the associated expenses—nice and simple!*)

**My process.** I give each patient three homework assignments to complete and have ready to give me when we meet for the interview:

1. Answers to six questions describing their written-transcript preferences, for example, Q&A vs. narrative style, removal of stuttered or repeated words or repetitive phrases/passages, and elimination of *ums* and *uhs*; plus a request to receive, at the first meeting, either a digital portrait image of the patient, or else a photo I can borrow to digitally scan and crop, for later use on the written life-story transcript cover sheet.
2. Completion of a fill-in-the-blanks form, providing me with spelling of unfamiliar words and names, plus a listing of key dates, that might come up in the recorded interview.
3. List of proposed interview questions so they can delete undesired questions, modify others, and add still others, according to their preference.

**Our first meeting** is the introduction and review of the homework, followed by the recorded interview itself, in which I use a handheld digital recording device. Then I return to my office to (a) edit the audio file (using free [Audacity](#) audio/video-editing software) to remove any conversation, stutters, etc., not intended to be included in the recording, (b) upload the edited MP3 audio file to [Temi.com](#) for automated online transcription at 25¢ per audio minute, (c) make needed online corrections of words Temi incorrectly transcribed, and (d) download the resulting transcript as a Microsoft Word DOCX file. Then I use Word to format and edit the downloaded transcript further, taking care to retain the patient's own wording (as is customary when preserving an oral history) and print two first drafts on plain paper.

**A second meeting** is scheduled with the patient, to review the first draft together and mark all corrections, edits, or additions they request. I then ask if the patient desires to receive a second, interim draft, emailed or mailed for final approval, or if the patient is instead willing to approve the next/final draft, sight unseen. Once the patient has authorized the next revision to be the final one, I use my color laser printer to print the desired number of copies on white linen-textured paper (Neenah Classic Linen, 24 lb., in Solar White, ordered online at low cost, 1,500 sheets at a time to prevent a small-order surcharge, through [AstroPaper.com](#)) for the patient, spouse, and each child.

After that second meeting, in order to prevent a lag in life-story projects, I ask the hospice company to select their next patient for a life story, and to provide that patient with the homework assignments, etc., so they can be completed before my first meeting with them.

**During the third and final visit with the patient,** I present the appropriate number of quality printouts, plus a single flash drive (mine are 8GB, ordered in bulk quantities online) that contains three files: the edited MP3 audio file, an editable DOCX (MS Word) file (potentially helpful to the patient's family if they later want to adapt or excerpt the contents for other tributes), and a PDF file (converted from the DOCX using appropriate conversion software, such as Adobe Acrobat Standard) that can be provided to their local copy center if they want to print out additional life stories on quality paper. The flash drive also contains a backup version of each of these three files, in case of need.

Part C. Young Adulthood

15. At what age did you learn to drive? What was your first car?
16. Are there any special memories you'd like to share from young adulthood?
17. What do you remember about the fashions of the time?

Part D. School Memories

18. Where did you go to elementary and middle school? Can you describe it?
19. What did you like best about elementary or middle school?
20. Did you receive any special awards or recognition in elementary or middle school?
21. Where did you go to high school?
22. Were there dances, proms, football games, parties?
23. Did you participate in any after-school activities or sports?
24. What did you like best about high school?
25. Did you receive any special awards or recognition in high school?
26. Did you go to college? Where and when? What did you major in? What degree(s) did you earn?
27. Who were your friends in school? Are you still in contact with any of them?

Part E. Marriage and Family

28. Were you ever married? If so:
  - a. What was the name of your spouse?
  - b. When and how did you meet? Describe your first date.
  - c. When did you marry, and how old were you? Describe your wedding.
  - d. Where did you live after you married, and what was that like?
  - e. What do or did you like best or love most about your spouse?
  - f. If you were married more than once, please tell these same details about each spouse in turn.

**An invitation.** If you or anyone you know either already provides this service or has the skill set, equipment, time, and inclination to help their local hospice company in similar fashion, I would welcome the opportunity to share ideas and my documents, to help make life stories available to a greater number of longer-term hospice patients. Please connect with me via email, at [AllMyBest4You@gmail.com](mailto:AllMyBest4You@gmail.com). Or, if you'd like to receive my free DIY-style PDF info packet (once I create it) to help you interview and transcribe the life story of a friend or relative, email me and write "DIY Packet" in your subject line. Happy storytelling!



**“PWSD likes Facebook!”**  
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**to let us know you like us**  
**and join the conversation!**





Some conferences and workshops could go online or be cancelled, due to pandemic or other considerations, so check the newsletter or event websites for updates.

## **San Diego Writer’s Festival**

**April 6, 2024, San Diego, CA**

The San Diego Writers Festival is a free, community-based event designed to celebrate the power of writing and storytelling. The festival invites you to hear one another, be educated and illuminated by one another, and inspired by one another—one story at a time. Now in its fifth year, the 2024 festival will be held at the Coronado Public Library. For details go to <https://sandiegowritersfestival.com/events/>.

## **IBPA Publishing University**

**April 25–27, 2024, Denver, CO**

IBPA Publishing University (#PubU2024) is where hundreds of independent publishers and industry partners will gather to exchange knowledge, resources, strategies, solutions, and more. PubU is for independent publishers, hybrid publishers, author publishers (aka self-published authors), university presses, and association presses interested in advancing their book publishing know-how. For details go to: <https://www.publishinguniversity.org/>.



**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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