

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

April 2024

## ***In this Issue***

Meeting Announcement  
President's Message  
Care to Join Us?  
Member Welcome & Reminders  
Feature Article  
Announcements by and  
about Members  
Resources for the Publishing  
and Writing Community  
Newsletter and  
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.

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.*

**THERE IS NO MEETING THIS MONTH DUE TO IBPA PUBLISHING UNIVERSITY.**

Karla Olsen will be speaking at IBPA Publishing University, April 25–27, 2024 in Denver, CO.

Many of our members will be joining her.

I know many of you have had book signing engagements, awards, and events recently. Please send me your events ahead of time so that other members can attend.

This newsletter is for you. We would love to hear from you as to what you want to read about.

Please let us know.



***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)

**Manon Wogahn**

Copyeditor

[manon@authorimprints.com](mailto:manon@authorimprints.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**

Thank you so much to all who joined and contributed to March's Publishing Town Hall meeting. We had a great discussion about what concerns and excites you most about your publishing journey. We'll start doing these meetings once a year again, as participants seem to really enjoy them.

I've made a difficult decision this month, but for a very good reason. We're going to cancel our meeting for April because so many of us will be at IBPA Publishing University in Denver, CO from April 25–27. I'll be there, speaking on distribution as well as participating in Ask the Experts, as will PWSD member Teri Rider and others. Our scholarship recipient this year is Scott Mubarak, who as you know has published at least two Ben Franklin Award winners. I hope others will be joining us, as PubU is always an informative and fun time. It's not too late. [Here's](#) where you can find more information and register.

**PWSD News**

A couple of notes about meeting etiquette at webinar meetings held next February and at successive even-numbered months. 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, 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*

## **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.) *Note: we are likely to raise the membership fee in the next few months (darned inflation!), so renew your membership now.*
2. **If you are not a member, please consider joining.** Right now, 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 invite them to 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.

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!

## **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 in 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](#), 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.



**“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!


## 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.

*Announcements by and about Members*

Please submit your announcements so we can include them in the next upcoming newsletter.



**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 Book Publishers Association (IBPA)</b> .....                                                  | <a href="http://IBPA-online.org">IBPA-online.org</a>                                                                                                                     |
| <b>IBPA’s Distributors and Wholesalers</b> ( <i>distinctions and list</i> ) .....                            | <a href="http://IBPA-online.org/page/distributors">IBPA-online.org/page/distributors</a>                                                                                 |
| <b>IBPA’s Hybrid Publisher Criteria</b> .....                                                                | <a href="http://IBPA-online.org/page/hybridpublisher">IBPA-online.org/page/hybridpublisher</a>                                                                           |
| <b>IBPA’s Industry Standards Checklist for a Professionally Published Book</b> .....                         | <a href="http://IBPA-online.org/page/standardschecklist">IBPA-online.org/page/standardschecklist</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>Radio Guest List</b> ( <i>free subscription for interview offers delivered to your email inbox</i> )..... | <a href="http://RadioGuestList.com">RadioGuestList.com</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>Sixty Writers Conferences for Authors, Bloggers, and Freelancers</b> .....                                | <a href="http://TheWriteLife.com/writers-conferences/">TheWriteLife.com/writers-conferences/</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>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**



We help authors professionally  
self-publish books using their  
own publishing imprint.

Manon Wogahn  
[manon@authorimprints.com](mailto:manon@authorimprints.com)  
[AuthorImprints.com](http://AuthorImprints.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](http://WritersWay.com)  
[AndreaSusanGlass.com](http://AndreaSusanGlass.com)  
[Andrea@writersway.com](mailto:Andrea@writersway.com)  
760.268.9053

**Member Profile Editor**