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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, May 25, 2024  
**Time:** 10:30 a.m. to 12:00 Noon  
**Location:** Webinar—Zoom (watch for details)  
**Topic:** “Care and Feeding of Your Designer”  
**Speaker:** Paul Nylander

**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.**

A good designer guides you and your story from a “finished” manuscript to a beautiful print book. In this discussion, Paul Nylander of Illustrada Design shares his insights into the design process and what you should look for when hiring a freelancer to join your project team.

Using examples from his work with small publishers, Paul will talk about how a collaborative approach can lead to distinctive designs delivered on time, on spec, and within budget.

***About the Speaker:** Melding a passion for design, printmaking, and photography with a background in business and science, Paul Nylander brings a unique perspective to the art of building. By with authors, artists, businesses, and collaborating small publishers, he attentively adapts their visions, balancing the broad market needs of cover design with the focused details of typesetting to create books that deeply resonate with their readers. An advocate for independent publishing, Paul lends his expertise as a board member of the Midwest Independent Publishers Association and the Minnesota Book Publisher Roundtable.*





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

We skipped the April meeting, but for a good reason. Several of us, myself included, attended IBPA Publishing University in Denver. It was another great conference, with so much great information and opportunities to meet and share with colleagues in the independent publishing industry. The IBPA Ben Franklin Awards (now known as the IBPA Book Awards) was a chance to celebrate the excellent, diverse, and courageous works that independent publishers are doing. It is truly an inspiring conference, and I encourage you all to start to plan to attend next year, when it is in Minneapolis.

On May 25, 2024, the speaker at our online meeting is someone I finally met at PubU. Paul Nylander of Illustrada Design has been a supporter of independent publishers for decades. I've heard about Paul and I am so grateful to have finally met him. When I invited him to speak on working with freelance designers, he eagerly agreed. This will be a wonderful session about how to make sure that your book is as beautifully and strategically presented, and as cost effective as possible.

Please join us online on May 25. Here's the [Zoom link](#).

**PWSD News**

A couple of notes about meeting etiquette at our webinar meetings. 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 PWSDibpa30 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 PWSDibpa30 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.

# Breaking Barriers

## IBPA Staff

*Reprinted with permission. This article was first published in December 2023 by the Independent Book Publishers Association, [IBPA-Online.org](http://IBPA-Online.org).*

Recognizing the historical underrepresentation and biases within the publishing industry, IBPA recently launched the Innovative Voices Program. This initiative aims to empower publishers from marginalized communities who are dedicated to sharing stories and perspectives that are often overlooked in traditional publishing.

IBPA has always championed the cause of inclusivity in the publishing world. However, in 2020, the association officially acknowledged the industry's legacy of privilege, bias, and exclusion. This realization prompted IBPA to deepen its commitment to DEI. The association's board-approved DEI Commitment serves as a guiding light, seeking to rectify historical injustices by fostering diversity, equity, and inclusion in all aspects of its operation.

In May 2023 at IBPA Publishing University, IBPA unveiled the new program, reaffirming its dedication to DEI. The program's mission is clear: to support publishers from marginalized communities who are dedicated to creating literature that speaks to the experiences, concerns, and aspirations of marginalized communities.

The Innovative Voices Program is a year-long journey that empowers and equips five selected publishers with the tools and knowledge necessary to succeed in an industry that has too often excluded them. The inaugural group commenced their journey on August 1, 2023, and their "graduation" is slated for the end of July 2024.

The Innovative Voices Program is designed to be a transformative experience for its participants. These pioneering publishers were chosen because they are producing exceptional and original titles that amplify the voices of marginalized communities. By sharing these diverse stories, they are not only revolutionizing the publishing landscape but also contributing to positive societal change.

The program offers a lifeline to publishers who may have faced systemic barriers and discrimination in their publishing endeavors. It seeks to break down the doors that have been closed to innovative voices for far too long. Through mentorship, training, and resources, these publishers will gain access to the knowledge and tools needed to flourish in an industry where they have historically been underrepresented.

IBPA's Innovative Voices Program is a testament to the association's unwavering commitment to DEI. This program will not only empower marginalized publishers but also enrich the literary

landscape with a diverse array of stories and perspectives. With the inaugural group's journey, we anticipate a positive ripple effect throughout the industry.

The first group includes Ambika Sambasivan and Suhani Parikh at Sambasivan & Parikh; Justine Eva Li Villanueva at Sawaga River Press; Kathy Crutcher at Shout Mouse Press; Tamara Mayo at Taevo Publishing; and Keiko O'Leary, Anthony Francis, Betsy Miller, and Liza Olmsted at Thinking Ink Press.

## **Sambasivan & Parikh**

### **Ambika Sambasivan and Suhani Parikh**

We are co-publishers at Sambasivan & Parikh, a community-centered children's press working to foster a more equitable and just future through the power of storytelling. Our partnership brings together our independently founded presses, Yali Books and Modern Marigold Books, to create a platform for underrepresented voices in children's literature built on empathy and respect.

We are women of South Asian descent who draw upon our diverse subidentities to guide our publishing process from acquisition to sales. At Sambasivan & Parikh, we are working to build a publishing company that goes beyond token representation toward true inclusion and equity. Through various partnerships, we develop books and learning tools that create spaces for education, placing powerful tools for social change in the hands of educators, families, and community advocates. Our imprints champion our deeply held values. Yali Books celebrates the breathtaking diversity within the South Asian global community while challenging systemic biases and marginalization within our societies. Modern Marigold Books amplifies the experiences of first-generation families to promote social and emotional growth rooted in identity.

Our next book coming out that serves this community is *Arthi's Bomma*, which is a Yali Books imprint with a publish date of September 21, 2023. This joyful picture book is an ode to the traditional craftspeople of Kondapalli, India, and a shared appreciation of handmade objects in the digital age.

When we're not working on building our publishing business, we enjoy being a part of the alopecia community. Suhani enjoys volunteering her time toward various outreach and awareness-building efforts—including free virtual storytimes for schools—and being a resource and advocate for other members of the community. Passionate about strengthening the indie publishing community, Ambika serves on the board of South Asian Kidlit, a global, volunteer-led group of independent authors and publishers looking to support and learn from each other.

## **Sawaga River Press**

### **Justine Eva Li Villanueva**

I am an Asian American woman and a Pinay. I was born and raised in Bukidnon, Philippines, immigrated to the United States when I was 17, and am now learning to belong in the unceded homeland of the Patwin people in Davis, California. In the diasporic Filipina/o/x American (Fil-Am) community, we strive to remember where we come from, including our diverse histories,

languages, and ancestral ways of being. We honor the indigenous Filipino spirit of Kapwa, which instructs us to be in right relationships with ourselves, the land, and our human and more-than-human kin by practicing self and community care. We endeavor to heal from the trauma brought on by colonization and stand in solidarity with other communities of color and other marginalized groups to achieve social justice and belonging. As founder of Sawaga River Press, I support our Fil-Am community's collective celebrations and yearnings by providing the opportunity and space to share stories about us, for us, and by us. We publish multilingual children's books that celebrate Fil-Am kids, culture, identity, history, and future. Sawaga River Press and the IBPA Innovative Voices Program fit well together because we share some of the same values—diversity, equity, inclusion, and belonging—that inform our current and future goals.

Our next book coming out that serves this community is slated to come out this winter 2023. *Mungan and Her Lola* is about a Fil-Am girl who strives to care for her Lola who is grieving. This book highlights mental well-being through Filipino collective rituals of care and the healing powers of remembrance and (oral) storytelling.

When I'm not working on building my publishing business, I enjoy dancing and choreographing. It is my utmost dream to one day adapt our children's books into dance or play productions for the community to enjoy.

### **Shout Mouse Press** **Kathy Crutcher**

Shout Mouse Press is a woman-founded nonprofit arts organization and publishing house for underrepresented youth voices, including immigrant, incarcerated, Black, Muslim, Latinx, and otherwise marginalized youth in the Greater Washington, D.C., area. We have helped provide platforms for over 500 new youth authors through the publication of 50+ diverse and inclusive books that are read in homes and schools across the country.

Shout Mouse Press amplifies the voices of marginalized youth via writing workshops, book publication, and public speaking opportunities. Our original children's books, comics, novels, memoirs, and poetry collections are inspired by the authors' own lived experiences and engage readers of all backgrounds, providing authentic stories that foster community, expand empathy, and educate a more just and inclusive next generation. Our authors' courage to put themselves authentically on the page influences how young people understand their own potential, perceive and treat others, and eventually either participate in—or fight against—inequity and injustice.

Our next book coming out that serves this community is in November 2023 with the next three books in our Beyond Borders bilingual children's book series. This series celebrates young authors from the Latin American Youth Center here in Washington, D.C., using their own lived experiences to inspire endearing and authentic stories centering on immigrant families. The titles coming out next explore a range of experiences from three diverse perspectives: of a young child leaving home to immigrate to the U.S., a child trying to honor his immigrant family's hard work and support, and honoring lost loved ones and legacies in the face of gentrification.



The Shout Mouse Press team is composed of practicing artists, poets, and writers who live, work, and create in the Greater Washington, D.C., area. In addition to the work that we do supporting underheard youth authors, members of our team provide sex-positive education, write queer speculative fiction, lead poetry nights, advocate for reproductive justice, and raise children to be good humans.

## **Taevo Publishing** **Tamara Mayo**

I am the founder and CEO of Taevo Publishing, a traditional publishing house geared toward promoting the works of underserved Black, Indigenous, people of color (BIPOC) women writers. I was raised in the Hampton Roads area of Virginia, where my love of reading sprouted into a hunger to play an active role in spreading diversity, equity, and inclusion in the publishing industry. My publishing expertise incorporates 15+ years of experience in digital publishing, online instruction, and more.

Taevo Publishing is a Black-owned, woman-owned traditional publishing house based in a marginalized and underserved community. Taevo is an ambitious company that can utilize the resources, tools, and technical assistance necessary to scale our company and bring our vision of radical diversity and inclusion to an underserved community of writers, readers, and publishing professionals to fruition.

Our next books coming out that serve this community is *The Big Black Book of BIPOC Publishers* in November 2023, *Flames of Redemption: The Eternal Goddess of Flames, Book Two* in December 2023, and *A,E,I,O,U & Y: The Long Vowel Friends* in January 2024.

When I'm not working on building my publishing business, I am participating in book exchanges and giveaways, hosting events that connect local up-and-coming writers with local readers, helping out with community gardens, and supporting domestic violence shelters.

## **Thinking Ink Press** **Keiko O'Leary, Anthony Francis, Betsy Miller, Liza Olmsted**

Thinking Ink Press is run by Anthony Francis, Betsy Miller, Liza Olmsted, and Keiko O'Leary. Anthony (he) is an Epic-award-winning author of the Dakota Frost urban fantasy series. Keiko (she/they) is the Poet Laureate of Cupertino, California, and author of *Your Writing Matters*. Betsy (she) is the author of many disability-focused books and a recurring IBPA Benjamin Franklin Awards judge. Liza (they) is the editor of many books, including the forthcoming science fiction anthology *Neurodiversiverse*.

We believe that people of all backgrounds deserve to have their voices heard. We belong to and serve disability communities, the LGBTQ+ community, and the neurodivergent community, among others. We publish books relating to disability, writing advice and inspiration, and diverse speculative fiction. We also publish innovative formats such as flash fiction postcards and mini-books folded from a single sheet of paper. We're a good fit for this program because our mission,

to publish books that connect authors who might not otherwise be heard with audiences who might not otherwise be reached, aligns with the program’s values, and we would benefit from your help.

Our next book coming out that serves this community will be in the fall of 2024. It’s called *Neurodiversiverse*, a science fiction anthology of short stories, poetry, and art about neurodivergent people encountering aliens. We are particularly interested in representation, empowerment, and the voices of neurodivergent people—especially stories that highlight how neurodivergent perspectives and experiences might give advantages when dealing with aliens. We’re explicitly inviting people with intersectional backgrounds to submit pieces.

When we’re not working on building our publishing business, Anthony writes scientific papers about robotics and artificial intelligence and gives talks that help writers use science in their work. Keiko volunteers at her kids’ school, teaching calligraphy, art, and writing. Last year, she created a course called Personal Activism to help eighth graders use their daily interactions to stand up for what they believe in. Liza is an active member of their local trans community and a big advocate for neurodiversity in the workplace and in the world. Betsy is on the board of Clubfoot CARES, on the International Hip Dysplasia Institute advisory committee, and has done pro bono work for the Perthes Kids Foundation.



*We know you have many events scheduled in the upcoming months to promote your books. Please share with your fellow writers so they can attend. Send your schedules to: [gab11853@aol.com](mailto:gab11853@aol.com).*

*Calendar of Events*

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.

## **Southern California Writer's Conference** **February 14-16, 2025, San Diego, CA**

Any number of how-to books combined may not give a writer the one priceless bit of clarity that can make the difference between being published successfully or not. Rejection by an editor or agent seldom yields the reason as to why a manuscript doesn't grab them, and almost never reveals how it can be fixed to ensure that it ever will. Founded and run by professional writers the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated well over \$4 million worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking and industry prowess needed to sell their work. And since our surroundings afford it—and we certainly encourage it—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.

Regardless which path to publication you are pursuing, whether you're a writer just starting out, a writer unable to determine why your work's not working, a writer simply in search of answers, a writer wanting feedback on what you've written, or just a writer who wants to hang with other writers and publishing professionals in a safe, supportive community, do yourself a favor and join us for our 39th Annual Southern California Writers' Conference San Diego. Your words are worth it!

Limited to 175 conferees. Discounted pre-registration opens June 1st. For more information go to: <https://writersconference.com/sd/>



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.

|                                                                                                        |                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Best Literary Agents Seeking Submissions in San Diego .....                                            | <a href="http://Blog.Reedsy.com/literary-agents/san-diego/">Blog.Reedsy.com/literary-agents/san-diego/</a>                                                                    |
| California Resources for Writers .....                                                                 | <a href="http://WriteByNight.net/California">WriteByNight.net/California</a>                                                                                                  |
| California Writer's Club .....                                                                         | <a href="http://CalWriters.org">CalWriters.org</a>                                                                                                                            |
| City of San Diego Public Library .....                                                                 | <a href="http://SanDiego.gov/public-library/news-events/localauthors/resources">SanDiego.gov/public-library/news-events/localauthors/resources</a>                            |
| Independent Book Publishers Association (IBPA) .....                                                   | <a href="http://IBPA-online.org">IBPA-online.org</a>                                                                                                                          |
| IBPA's Distributors and Wholesalers ( <i>distinctions and list</i> ) .....                             | <a href="http://IBPA-online.org/page/distributors">IBPA-online.org/page/distributors</a>                                                                                      |
| IBPA's Hybrid Publisher Criteria .....                                                                 | <a href="http://IBPA-online.org/page/hybridpublisher">IBPA-online.org/page/hybridpublisher</a>                                                                                |
| IBPA's Industry Standards Checklist for a<br>Professionally Published Book .....                       | <a href="http://IBPA-online.org/page/standardschecklist">IBPA-online.org/page/standardschecklist</a>                                                                          |
| Independent Writers of Southern California .....                                                       | <a href="http://IWOSC.org/writer-resources/">IWOSC.org/writer-resources/</a>                                                                                                  |
| Mystery Writers of America .....                                                                       | <a href="http://MysteryWriters.org">MysteryWriters.org</a>                                                                                                                    |
| Radio Guest List ( <i>free subscription for interview offers delivered to your email inbox</i> ) ..... | <a href="http://RadioGuestList.com">RadioGuestList.com</a>                                                                                                                    |
| Romance Writers of America .....                                                                       | <a href="http://RWA.org">RWA.org</a>                                                                                                                                          |
| San Diego Writer Resources .....                                                                       | <a href="http://SanDiegoBookAwards.org/resources">SanDiegoBookAwards.org/resources</a>                                                                                        |
| San Diego Writers Ink .....                                                                            | <a href="http://SanDiegoWriters.org">SanDiegoWriters.org</a>                                                                                                                  |
| Sixty Writers Conferences for Authors,<br>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/<br/>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>                                                                                    |
| The Writers for Hire—Ghostwriting and Books .....                                                      | <a href="http://TheWritersForHire.com/services/ghostwriting">TheWritersForHire.com/services/ghostwriting</a>                                                                  |
| 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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