

WRITERSTALK

Volume 28 Number 01 January 2020

Monthly Newsletter of the South Bay Writers Club™

JANUARY SPEAKER: ANNA ROGERS

Tips for Creating a Sci-Fi Thriller by Jamal Khan

Cell phones. Robots. Lasers. Atomic power. These are just a few examples of real-life inventions that were directly inspired by science fiction, making it perhaps the most influential genre in modern history. Although "sci-fi" is usually



associated with a predominantly male readership, the very first sci-fi writer was a nineteen-year-old woman named Mary Shelley. More recently, sci-fi broke into the mainstream when Michael Crichton graduated from Harvard Medical School, refused to take the board exams required for a medical license, and instead became a full-time writer. He then achieved a feat that had never been done before: by skillfully weaving unprecedented dollops of technical information into a suspenseful page-turning narrative, Crichton single-handedly invented the sci-fi thriller. His

book sales regularly rivaled those of Stephen King and John Grisham, which was unheard of for a sci-fi author. In our dinner meeting on Monday, January 13th, we will learn how to create a sci-fi thriller from Amy Rogers, one of the most talented and prominent writers of the Crichton tradition.

Amy Rogers, MD, PhD, is a Harvard-educated scientist, novelist, journalist, educator, critic, and publisher who specializes in all things science-y. Her novels *Petroplague, Reversion*, and *The Han Agent* use real science and medicine to create plausible, frightening scenarios in the style of the late, great Michael Crichton. Formerly a microbiology professor, she has served as a judge for International Thriller Writers' Thriller Awards, and is currently treasurer for Northern California Publishers and Authors. In addition, she runs the ScienceThrillers.com book review website and has written a monthly science column for Sacramento's *Inside Publications* that became her nonfiction book, *Science in the Neighborhood*.

Learn more at AmyRogers.com.

Where: China Stix (NEW LOCATION)
2110 El Camino Real, Santa Clara, CA 95050
When: Monday January 13 at 6pm; talk begins at 7:30pm
Admission: \$30 for members, \$35 for nonmembers.
Cost of admission includes a percentage rebate on the purchase of a dinner

DECEMBER PARTY RECAP

Holiday Bash 2019 by Marjorie Johnson and Carolyn Donnell

Three dozen plus members of South Bay Writers gathered at Ken and Una Daly's beautiful home to celebrate the joy of the holiday season, and a joyous occasion it was.

When we arrived, Ken was running a string of lights over the garage door. Greeted with Christmas music, we put gifts for the exchange under a six-foot tree and added our food to the heavily laden tables of appetizers, salads, main dishes, and desserts; someone called it "enough food for an army."

Ken showed some of us how to fold origami. I took home one of the results and took a picture with my iPhone, revealed below.

We enjoyed having time to connect and reconnect with our fellow writers in a relaxed social atmosphere. We made awards for the *WritersTalk* Challenge 2019 (story inside) and laughed our way through the gift exchange. Then, led by President Edie Matthews, we went around the room relating personal Christmas vignettes.

Carolyn's pictures have recorded all of these happy happenings (photos inside).

Thank you, Ken and Una, for welcoming us into your home. Even with a potluck menu, it takes a great deal of time and effort to make a party successful, and we appreciate it greatly.

Thank you, thank you, from all of us. – WT



Between the Lines

Edie Matthews



New Year, New Day, New Venue

We're moving! South Bay Writers has a new home at China Stix in Santa Clara. We also have a new day: the second Monday of the month, beginning January 13th.

After Harry's Hofbrau abruptly closed a year ago, it left us scrambling for a replacement to avoid canceling the February meeting. Fortunately, we were able to book Hometown Buffet. Though the club met there for a number of years, our membership has outgrown the room, so this substitute was not adequate as a permanent solution, and we were on the hunt again.

Numerous locales were visited. For one reason or another, (too small, too noisy, too expensive, too inconvenient), they were unsuitable. Finally, we settled on Holder's Country Inn.

Initially, we were happy to find a safe location. Sadly, Holder's turned out to have a number of drawbacks. First, we had to switch to the third week of the month, an inconvenient time especially for our newsletter deadlines. Secondly, the traffic on De Anza Boulevard was a nightmare, and the location inconvenient for many of our members. Thirdly, the food was so-so and no bargain. Fourthly, the waiter insisted on collecting payment during the speaker's presentation. Fifthly, the checkin table was cramped.

After an exhaustive search, the board has located and unanimously decided on a new venue. We are moving to China Stix at 2110 El Camino Real in Santa Clara. It is in Santa Clara Town Shopping Center (on the corner of Scott Blvd. and El Camino Real), two blocks from San Tomas Expressway. People traveling from Campbell, Los Gatos, and South San Jose will be driving against heavy commuter traffic.

Secondly, it is a private room in a lovely restaurant, secluded from other patrons. Also, it is nearly twice the size of Holder's, and can accommodate up to 80 people. Circular tables can be set up to seat 8 or 10. Thirdly, service will be more efficient, since the food will be placed on a Lazy Susan in the center of the table. Finally, they have a podium, sound system, and there's plenty of room for the sign-in tables.

Although the menu will vary from month-to-month, here is a sample of what to expect: wonton soup, egg rolls, honey pecan prawns, broccoli beef, asparagus chicken, sweet & sour pork, sautéed mixed vegetables, chicken chow mein, BBQ pork, fried rice or white rice, tea and water. Depending on the demand, a vegetarian table can be arranged.

Yes, the cost will be higher. Members will pay \$30 and non-members will pay \$35. My last bill at Holder's was \$27. Personally, I would have gladly paid \$3 more for a good Chinese dinner.

Although we enjoyed bargain prices for a number of years, Harry's did not please everyone—and I doubt if that goal is even possible.

It may take a visit or two for China Stix to get used to us and visa-versa. However, with high hopes and fingers crossed, we begin 2020 at our new venue on January 13th.

By the way, I am pleased to announce our speaker will be Amy Rogers, a scientist and published author who will discuss writing science fiction. -WT

California Writers Club South Bay Branch www.southbaywriters.com

SBW Officers

President—Edie Matthews
pres@southbaywriters.com
Vice President—Jamal Khan
vp@southbaywriters.com
Secretary—Marjorie Johnson
secretary@southbaywriters.com
Treasurer—Trenton Myers
treasurer@southbaywriters.com
Member-at-Large1—Tatyana Grinenko
member-at-large-1@southbaywriters.com
Member-at-Large2—Alfred Jan

SBW Representatives

member-at-large-2@southbaywriters.com

Central Board—Bill Baldwin
WABaldwin@aol.com
NorCal—Dave LaRoche
policies@southbaywriters.com

SBW Committee Chairs

Bylaws/Policy&Procedures—Dave LaRoche policies@southbaywriters.com
Hospitality—Janet Patey hospitality@southbaywriters.com
Membership—Inga Silva membership@southbaywriters.com
MRMS Admin—Dick Amyx mrms@southbaywriters.com
Newsletter—J. K. McDole

newsletter@southbaywriters.com Programs, Workshops—Jamal Khan

vp@southbaywriters.com
Publicity and Public Relations—Tatyana Grinenko

pr@southbaywriters.com
Web Master—Dick Amyx (Interim)

webmaster@southbaywriters.com

Web Editor—Tatyana Grinenko webeditor@southbaywriters.com

Member News—Marjorie Johnson

membernews@southbaywriters.com

SBW Events

Open Mic—Bill Baldwin
WABaldwin@aol.com

SBW Mission

Educating writers of all levels of expertise in the craft of writing and in the marketing of their work.

Join Us

We have a membership category that fits you. Renewal dues are \$45 for membership through June 30, 2020. Dual membership, \$25; student membership, \$20. New member, \$65. Contact Membership Chair at a meeting or sign up online at southbaywriters.com or send a check to CWC-South Bay Writers, P O Box 3254, Santa Clara, CA 95055.

Words from the Editor

WritersTalk

The monthly newsletter of South Bay Writers, the South Bay Branch of the California Writers Club

email: newsletter@southbaywriters.com

Managing Editor

J. K. McDole

Contributing Editors

Marjorie Bicknell Johnson Carolyn Donnell Marty Sorenson Mary Miller Chiao

Deadline

Submissions are due by the 15th of the month.

Submissions

SBW encourages writers at all levels of expertise to submit their creative works for publication in *WritersTalk*. All submissions should be sent to the above email address in the form of text or an attached MS Word file (sorry, no hard copy submissions can be accepted). Please prepare your work as carefully as you would for an agent. Use Times New Roman 12-font; no tabs; no colors; no page breaks. Send graphics separately as jpg files, with separate instructions for placement in the submission if placement is important.

All submissions will be copyedited. Titles and headlines subject to change. Managing Editor reserves the right to selection.

Suggested word limits (less is more): Member Achievement / News (200 words) News Items (400 words) In My Opinion (300 words) Letters to the Editor (300 words) Creative Works

> Short Fiction/Memoir (1200-1800 words) Poetry (200 words) Essay/Nonfiction (1000 words)

Reprints

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Announcements

An announcement is information of interest and value to writers that does not provide direct economic benefit to its originator and is published free of charge.

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J. K. McDole Managing Editor



Pick Your Beginnings

Well, friends, we made it to the '20s. Amid much fanfare, we have all crossed into the next decade. All over social media, I've seen comparative jokes and memes about what to expect from this decade based off the 1920's--yes, the good ol' Roaring Twenties--and some have got me laughing. "What's the

one thing the 1920s had that the 2020s should bring back?" asked Twitter user Jesse McLaren. "Cocaine in sodas," came one cheeky reply. "I was getting excited about 2020," a friend of mine posted on Facebook, "until I remembered that both 1820 and 1920 both had really awful plagues." It took everything in my power not to comment: "also, isn't it going to be the Year of the Rat?"

Traditionally, the turn of the year is characterized as a time for beginnings. Resolutions are made, commitments are jotted down. You are filled with the conviction to do more in the next three-hundred and sixty-odd days than you did during the last. We make promises to ourselves and our loved ones, most of which we (probably) don't intend to keep: we'll drink less, eat less sugar, hit the gym every other day. We'll seek "real" human connection; no more long hours spent navel-gazing into our cell phones. New year, new us!

I'm over that. For me, a new year is just a calendar adjustment, a series of hastily-crossed out "19s" on upcoming paperwork and forms. I don't need a symbolic day to make commitments; any day, any moment, is good enough for me. Does that defeat the purpose of the holiday? Maybe, but is anyone judging? It's not like I'm gonna wake up to the twin frowning faces of the Roman god Janus hollering about my misuse of the sacred calendar. Take a vacation, Janus; I hear F. Scott Fitzgerald and his wife Zelda really loved the French Riviera this time of year.

The only resolution I've scheduled for 2020 is to read a book a week: Starting on a Sunday, ending on Saturday, I will consume one whole novel or novella from cover to cover. Quite the challenge, if you think about it. I predict that by February I'll have eye strain and will be be wishing I'd said 'every other week' instead. But after losing nearly a year's worth of writing practice due to a gnarly concussion, I feel like I'm playing catch-up. It gets tiresome, telling fellow authors and friends that you've really wanted to check out their latest book but can't because you have so many unread books on your "reading list." That's what 2020 is for: I'm mowing down said reading list at the speed of a middle-schooler pounding soda (the modern kind, not the drug-infused variety of yesteryear).

How about you? What's the upcoming year look like for you, as a writer and a person? Send in your perspectives for the next issue, and - just in case there's any stock in that foretelling of plague - try to regularly wash your hands. -WT

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View from the Board

by Marjorie Johnson



Marjorie Johnson SBW Secretary

On December 8, even while having no scheduled SBW Board meeting, we acted on the needed change of venue for our regular dinner meetings. President Edie Matthews sent the following message by email:

"Despite my wacky schedule, moving, foundation repairs, etc., I've been on the search for a new meeting location. Sadly, deals like Harry's and the Sunnyvale Golf

Course are long gone. Every place is more expensive. Of course, Holder's has not been a bargain, plus there are a number of drawbacks: inconvenient location, disruptive waiter, and confined room, especially at the check-in desk.

After checking out various locations, there's no getting away from paying more. It will cost \$30 for members and \$35 for nonmembers. However, the room is private and though not as large as Harry's pretty spacious. Here are the positive factors at China Stix, located in Santa Clara Town Center on El Camino and Scott Blvd, (same locale as Target). The decor is plush, but not too fru-fru. The room is about twice the size of Holder's with more room for the check-in table. Sound system on the premises, a podium. Seats up to 80; circular tables can seat 8 or 10. An impressive menu with convenient and swift food service, since the food is placed on a lazy Susan. No ordering required — the menu is extensive and set (though may vary a bit each month).

Although there's no escaping commuter traffic, China Stix is near San Thomas Expressway, so many attendees from across town will be driving against traffic, and the location is not as congested as De Anza Blvd.

Finally, we can get the second Monday of the month, which will make it easier for most people's schedules and for the newsletter deadline on the 15th of each month. Please respond swiftly and vote yes or no (yes I hope), so I can lock down our dates in 2020."

Well, we voted yes. Next dinner meeting: Monday, January 13, 6 pm, China Stix.

Please come to a board meeting with your ideas and suggestions. Next board meeting: 7 pm, Wednesday, January 8 at the home of President Edie Matthews.

SBW Board meetings are open to all members. All you have to do is RSVP to Edie and show up for a pleasant evening discussing our writing club. -WT

Member News

by Marjorie Johnson

Michael Lunsford writes: "Good news! My debut Middle Grade paranormal novel, *Derek Hyde Knows Spooky When He Sees It*, is being published by INtense Publications on Dec. 21, 2019. (Yay!)

Also, Valerie Frankl told me at the SBW Holiday Bash that she now has 77 published books. 77! You must ask her how she does it if you run into her at a meeting.

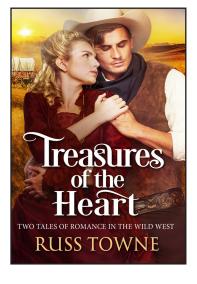
Other good news appears separately as book announcements in this issue of WritersTalk. Sending your writing news to membernews@southbaywriters.com is one step in promoting your work. If you read this column, you may find someone else to connect with. For example, Michael Lunsford is looking for someone to endorse his book, and we all need book reviews on Amazon. It takes writers helping writers these days. -WT

BOOK ANNOUNCEMENTS

Treasures of the Heart

by Russ Towne

Treasures of the Heart: A quiet, quirky loner rides into Bent Fork on a horse named Sweet Pea to visit an old friend. He receives devastating news from his friend's widow, who says her husband died under mysterious circumstances and everything they'd worked for was stolen from them. Sparks soon fly as five people risk their lives to try to make things right. But Aloysius "Wolverine" McLean and Amanda Goodson discover



the biggest challenge of all has less to do with guns and gold and everything to do with love. Includes the short story, "Catherine and the Comanche": Cultures and genders clash as a courageous, young white woman and wily Comanche brave battle each other before finding themselves on a desperate mission to stop a war that would pit their peoples against each other. They soon learn their only hope is to work together against a tribe of treacherous warriors who'll stop at nothing to ensure the pair don't reach the fort alive. Does romance have a chance to take root and bloom in such brutal conditions? — WT

BOOK ANNOUNCEMENTS

Soul Flight

by Bill Baldwin

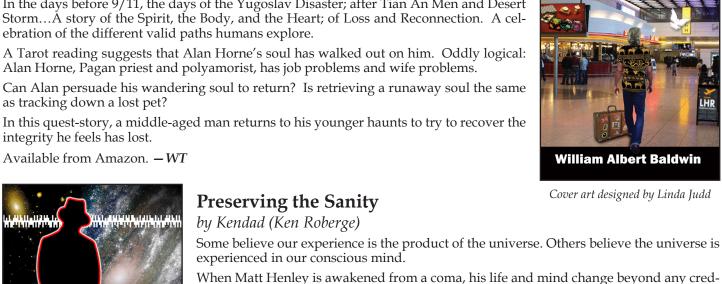
Bill Baldwin (as "William Albert Baldwin") has published his first novel, a work of visionary fiction: Soul Flight.

In the days before 9/11, the days of the Yugoslav Disaster; after Tian An Men and Desert Storm...A story of the Spirit, the Body, and the Heart; of Loss and Reconnection. A celebration of the different valid paths humans explore.

A Tarot reading suggests that Alan Horne's soul has walked out on him. Oddly logical: Alan Horne, Pagan priest and polyamorist, has job problems and wife problems.

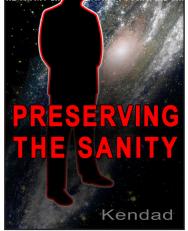
as tracking down a lost pet?

In this quest-story, a middle-aged man returns to his younger haunts to try to recover the



When Matt Henley is awakened from a coma, his life and mind change beyond any credible explanation. Matt is the founder of a Silicon Valley company that had fired him. When rehired by the current Board Chairman, Matt gains control of advanced technologies but some coworkers are out for revenge. In addition, dreams and hallucinations take over his life. Matt is determined to solve his issues, but his doctor demands seclusion.

This compelling drama takes place in 2051 and is based on questionable events within the mind of a gifted entrepreneur. Can he find the basis for his delusions? — WT



Luna Cognita

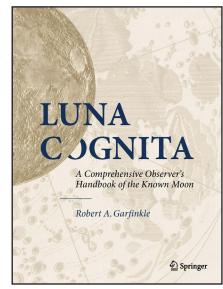
by Robert Garfinkle

This comprehensive observer's handbook of the known moon has been many years in the making and runs 1737 pages with 1309 illustrations, 444 in color. The book gives detailed advice for observing all lunar nearside features, from the largest craters to the tiniest ridges. It includes tips for drawing lunar landscapes and provides an unparalleled collection of lunar history and facts. Printed in three volumes by Springer, January 2020.

Luna Cognita takes you on an incomparable journey of our closest celestial neighbor. Not since the golden age of 19th-century lunar guidebooks has one text managed to cover the Moon in such detail as this three-volume set. The handbook begins with a section on the Moon's place in human history, mythology and lore, before gravitating closer to the Moon itself through scientific sections on the Earth-Moon system, lunar motions and cycles. Following these are technical chapters on how to purchase, use and care for lunar observing and photography equipment.

Techniques for observing the Moon (both with the naked eye and optical instruments) are detailed as the reader approaches the Moon's surface on this visual tour-de-force for a close-up exploration of the Moon. The "crater-hop" chapters discuss the physical aspects of the Moon's features, offering brief biographical information on the person for whom the feature is named, as well as how each individual was involved in the development of science and selenography from ancient to modern times.

Luna Cognita goes far beyond any recent work in both breadth and depth of coverage on the Moon. Written in an accessible, engaging manner for readers of all backgrounds and levels of expertise, this handbook is thus an invaluable resource for anybody who looks up at the glowing sphere in the night sky and wants to learn more about the "Known Moon." -WT



An Outcast Adventure

BOOK ANNOUNCEMENTS

Flying Blind: A Cropduster's Story

by Luanne Oleas

Tony Damascus lusts for women, flying, and life on the edge. How long can he use risky behavior to shield himself from past pain?

Cropduster Tony Damascus flees Texas, encouraged by his boss, a jealous husband with a shotgun. He returns to California, taking a temporary job as a flight instructor, where he meets his worst student, Father Roberto. Tony's irreverent attitude collides with the priest's beliefs, making for some interesting cockpit exchanges and terrible landings.

When Tony returns to cropdusting, he's caught in a cycle of easy women, guns, and flying fast and low, while the priest's reassignment to a small town causes him to face a racially divided parish and confessions about a small-town murder. But when the cropduster's unruly passion leads to shattered relationships with his wife — because of jealousy, and with his flying best friend — because of money, a near-death experience leads Tony on a life-threatening quest for answers. — WT

1001 Ways to Market Your Books

by Marjorie Johnson

Did you know that you can't copyright the title to a book? Now that's a good thing, because I like that title for this piece, and I want to give you some ideas found in 1001 Ways to Market Your Books by John Kremer. I have the sixth edition, 2006, 700 pages; he has a Kindle edition dated 2016. It's the best book on this topic that I ever seen.

Kremer begins with basic fundamentals of marketing. Then he discusses how to design your book cover—your most important marketing piece—and why the interior design of your book matters. Beyond design, he advises that careful editing and proofing make a perfect book—yours won't be judged only by its cover. He recommends specific sources for each step in producing your book.

He gives tips on publicizing and advertising your book as well as offbeat advertising and promotion. He walks you through selling books via the Internet, bookstores, and other retail outlets as well as how to sell subsidiary rights and selling your books overseas.

In addition to 700 well written pages of right-on advice, he has a comprehensive table of contents, a twenty-page bibliography, a page listing his websites, and lists his four indexes—general index, author index, book title index, and publisher index—on BookMarket.com.

If you want to sell your books, you need a copy of Kremer's reference book. -WT



CWC LITERARY REVIEW 2020

We're looking for your best work — fiction, poetry, memoir, and essay, including excerpts from previously published writing — for publication in the 2020 California Writers Club Literary Review.

Submissions are open to current members of CWC and will be accepted from

December 15 2019 through February 29 2020.

Works will be reviewed and selected for possible publication by a panel of acquisition editors through a blind judging process. You will be notified by email as to whether your piece will be included in the 2020 Literary Review shortly before publication in autumn of 2020.

Submission Guidelines:

https://calwriters.org/publications/#submit **Submission FAQ:**

https://calwriters.org/publications/#faq

You Promoted Your Book... How?

by Marjorie Johnson

You spend years writing and polishing that book. Finally, the first box of books arrives from the publisher. The publisher sends you on a book tour and arranges book-signing events—dream on. The cold, unvarnished truth is that you usually have to market your own book

As an attempt to help you with promoting and marketing your book, I asked several members of South Bay Writers, "What have you done in addition to announcing your books in WT and on the SBW website, and Amazon, of course?" And, here's what they told me.

Carolyn Donnell, author of *Blood Will Tell* **and** *Deeper Colors*:

I haven't done much lately. I put my books on the "Local Authors" shelf at the Santa Clara Library, Main Branch. I do have a Facebook author page with likes, but it doesn't seem to sell anything. Smashwords allows one to set discounts, etc., easier than Amazon, and they have sales sometimes too. KDP (an Amazon company) does some things, but I haven't used them. (Published on Amazon)

Luanne Oleas, author of *Flying Blind, A Cropduster's Story*:

Tory Hartman (my publisher, who has a small independent publishing company) has submitted the book for the Independent Book Publishers Association (IBPA) Ben Franklin award. I'd never heard of it before, but it's considered the most prestigious award for small presses: "The IBPA Benjamin Franklin AwardsTM, which include over fifty categories recognizing excellence in book editorial and design, are regarded as one of the highest national honors for independent publishers."

In addition, Tory sent out a press announcement, theoretically picked up by a large number of news outlets. I wrote an article called "Secrets of a Cropduster's Wife" that was part of the press release.

I'm setting up a personal book signing in King City where a portion of the book takes place. In addition, I'll be dropping off some books at the Steinbeck Center to request that they carry them in their bookshop, again because of the Salinas Valley setting of the book. In addition, I contacted the local papers there; however, I couldn't get them to run the press release. I intend to send books to the Salinas Californian editor

and a reporter at the Monterey Herald.

I also used "Tweet Your Book," a service on twitter than tweets about your novel for multiple times a day under various accounts. For \$28, they tweeted about my book, including the Amazon link, at least ten times a day for three days. Of course, I used multiple groups on Facebook to get the word out as well.

In addition, I added my book to more narrowly defined categories on Amazon, so those searching on Amazon can find it various ways. In addition, it can raise the status of your book. Under just "Literary Fiction," my book ranks as #22,215. Under "Aviation," it ranks as #459. (This is for the Kindle format. I have it listed under other categories for the paperback version.) I believe you can select up to seven categories. The higher the sales ranking, i.e., the closer to #1, the more likely your book will appear as an "Also Bought" when Amazon users make similar purchases.

I joined the Facebook group called 20BooksTo50K, which is all about marketing books (mostly self-published), but the tips and tricks work for other publication methods as well. They keep a Word file available, accessed through their Facebook page, listing their relevant discussions for marketing books. I have not ventured into the world of advertising on Facebook or Amazon, but that is my next step.

Penelope Cole, author of many award-winning children's books, both in English and in Spanish. Titles include the Magical Matthew Series; In and Out, All 'Round About; What's for Dinner? My Grandma's Pink House; and Halloween: Ten Little Tricksters. She hired an illustrator. Published by magicalbook-

I don't do a thing with Amazon, other than having my books listed and an author page there. I get very little from Amazon sales. I'm going to put my books out in Audio form and see if that helps. I have most in Kindle, accounting for my Amazon sales. I announce my book sale events on Facebook, and I used to announce on LinkedIn.

I do better selling in person. Some of my book sale events follow.

 Art/Music Walk-Sidewalk Sale in Downtown Campbell on Second Saturdays (April-Dec.). I have good days but most not that big for sales, but it's free once you've been juried/ accepted.

- 2. B&N with CWC SF Peninsula. It's been twice a year, May and December. The books are ordered through B&N, so little income, but great publicity.
- Half Priced Books in Fremont with Fremont Area Writers, one time last March. I need something new to sign up again.
- 4. Art in the Park (April) & Holiday Faire (Nov.) at the Villages in San Jose. Usually a good sale, books for grandchildren; I share 20% of sales, donate a book for a door prize, and pay for a table. It doesn't cost much, and it's a nice day in the park.
- 5. Santa Clara Senior Center Holiday Fair (cancelled this year due to lack of sign-ups.)
- Fremont Library Book Sale with Fremont Area Writers. Used to occur twice a year, but the person in charge retired.
- 7. San Mateo County Fair. I entered my short stories/memoirs and when they had an author day, I sold some books. Unfortunately, the person who spearheaded the literary division passed away.
- 8. I also show my books at each CWC branch meeting that I attend, and sometimes sell some there.
- 9. I've also sold books to my Husky Rescue Club and to people I meet at the Friday Wine Tasting at Nob Hill. So it helps to carry copies of books and business cards.
- 10. And I donate my books to hospitals, school libraries, and give as gifts to new parents at baby showers at church. I've sold some books to church friends.
- 11. When I used to be able to write/
 email directly to elementary school
 teachers, I got some author classroom
 visits and sold my Halloween book
 and other children's books to three
 first grade classrooms. I donated
 some books to the school libraries.
 But now, I can't email directly to
 teachers, and dropping by schools
 and leaving promotional info with
 the school secretary hasn't resulted
 in any sales.

Continued on Page 10



SOUTH BAY WRITERS CLUB











CHRISTMAS PARTY 2019















MEMOIR

Secrets of a Cropduster's Wife

by Luanne Oleas

My sleeping husband's feet moved like a ducks', paddling beneath the covers. Then one fist began to rotate. He was flying in his sleep again. That, among other oddities—like hoping for pestilence or watching the wind—became an accepted part of our marriage. I was a cropduster's wife.

I remember driving to work one morning. Approaching an overpass, I noticed an ag plane spraying a field near the freeway. It was one from the dusting operation that employed my husband. Then, another plane from the same company, approached from the north, ferrying back from another field. I knew my husband piloted one, but both planes looked identical. Just as my car crested the overpass, I saw the ferrying plane fly over the working airplane. The working plane pulled up at the end of a spray run, heading for the underbelly of the ferrying plane. I was about to witness a mid-air collision. At the last second, both planes darted away from one another. Later, the pilots got an earful from me for the scare. They grimaced and said, "Ooo, you saw that?"

A cropduster's wife probably never develops an ag pilots' nerves of steel, but it helps her to accept some inalienable facts. There are going to be close calls. There are going to be crashes. There are going to be power outages.

Sometimes, power lines can't be avoided. When a cropduster determines he can't get over or under one, his best course of action is to use the propeller like a bologna slicer and head straight for the wire. My husband did just that in a field near the small town near where we used to live. The power was out all day in a town where everyone knew everyone. It soon became apparent how unhappy the local businesses were when I entered one of the local eateries. I made a swift retreat. Never enter a restaurant that is suffering from lack of power if your husband has caused it.

I learned that early morning phone calls are never good news. I've had my share. Cropdusters head for work before dawn. In the darkness, they line out the day's work, taking off at the first hint of sunlight. I remember the phone ringing at six a.m. one morning.

"There's been a little incident," my husband said in a voice too calm.

"How little?" I asked.

"Nothing really. I'm heading for the hospital now."

I jumped in the car and headed for the hospital too. My stomach felt queasy when I drove past the airstrip. The burnt skeleton of an airplane fuselage lay wheels up at one end of the runway. If I hadn't heard my husband's voice on the phone, I wouldn't have believed he was alive. It's never a good day when your boss sprays you with fire retardant foam while you crawl out from the collapsing canopy of an upside-down airplane.

But it's not all bad. Beyond the hard landings, you learn about little oddities that occur in a cropduster's day. When a cropduster flies low over a barbed-wire fence, he lifts his feet. If he flies over a barbed-wire fence and under a wire, he lifts his feet and ducks his head.

Cropdusters take off and land more in one day than some airline pilots do in a week. It becomes as common as pulling out of a driveway. Occasionally, they fly just to fly. After all, they wouldn't have become pilots if they didn't love flying. Honestly, I never worried about my husband looking at another woman's legs. It was the way he looked at aircraft landing gear that made me jealous. Any other pilot's wife can attest to the same feeling.

One Spring, my husband was asked to drop some skydivers over a local festival. The cropdusting outfit he worked for offered to do it for public relations. After removing one door from a small plane, my husband got in the pilot's seat and the jumpers piled in. Skydivers experience an adrenaline rush that makes them very chatty on the flight up to jumping altitude. (At least my husband had the good sense never to jump from a perfectly good airplane.) Apparently, it's an eerie sensation to have people leave an airplane mid-flight. Suddenly, the only sound was the rush of the wind past the open door while my husband watched the jumpers float down to earth. Unfortunately, another cropdusting company, a direct competitor, made an unplanned, low-level fly-by with a helicopter to entertain the festival attendees. Just as the jumpers descended, the chopper buzzed the skydivers' planned landing spot, an open field next to the festival. The skydivers frantically maneuvered their open parachutes to avoid the spinning rotor blades below them. Later, they had to be plucked from trees and adjacent fields.

My husband has retired from cropdusting. He still runs outside when he hears a radial engine overhead, but he's taken a desk job. He flies for business now, but only in the aisle or window seat. I can look back on the "almosts" with a smile, knowing that if the phone rings at the crack of dawn, it's probably a wrong number. — WT

You Promoted Your Book... How?

Continued from Page 7

- 12. It helps to have a Niche book and find your audience that way. My story themes are helping, shared family time, and friendship, except for the Halloween Holiday counting book. So my children's books are more general and not special for the more rigorous elementary curriculum these days.
- 13. I've also sold at the Bay Area Book Fair in Berkeley. Too expensive for the table compared to what I sold. There are other book fairs, but booths or tables are too expensive for my sales. The October Great Valley Book Fest in Manteca is free and families go there to buy books.

David Strom, Author of *Super Holly Hansson*:

I do not do much marketing, since I only have one book (not counting the local anthologies I got into). I do open mics, where I read excerpts of my stories to a coffee house type crowd. This gave me the interest to record some audio stories; I have won the San Mateo County Fair Literary Contest three times in that division. I also blog at davemstrom.wordpress. com. I find that to get attention, I really ought to post at least once a week. My friend Valerie Frankel sells her books at local conventions, and often invites me and others to share her table and sell books. I have sold a few books this way, and met some people. I find artists at

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You Promoted Your Book... How?

Continued from Page 11

these conventions and pay them to draw Super Holly doing super stuff like punching Trump in the tummy. Not very marketable, but fun.

I still have a lot to learn about marketing. I have a Facebook author page that gathers digital dust, and I don't know what to do with it.

Kelly Miller, Author of *Death Takes* a Holiday at Pemberley:

In my case, I had a small independent publisher who set up a blog tour. Basically, they arranged for me to visit a number of blogs on a schedule when my book first came out. For each stop, I was tasked with providing material, except for one of the stops in which the blogger wrote a review of the book. For most blog stops, I provided an excerpt from the book, but I also wrote a character interview and a couple of blog posts that covered topics related to my book.

I purchased a box of books through my publisher and gave copies to friends and family who expressed an interest. Some of them wrote reviews of the book. In addition, I contacted other book bloggers on my own, asking them to review my book. Most bloggers who review are busy, so I had to contact a great number of them to get positive replies. Reviews are helpful for getting your book noticed, and some bloggers have a lot of followers who might see your book there and become interested in it. There are many sites online to help you find book bloggers, such as https://blog.reedsy.com/book-review-blogs/

I have used Facebook, Goodreads, and Twitter to promote my book. Of the three, Facebook seems to be the most effective, but then I am relatively new to Twitter and Goodreads. Using social media to connect with other authors, especially those who write in the same genre, is helpful. Many of them are good about supporting their fellow authors.

Marjorie Johnson, Author of Bird Watcher, Jaguar Princess, and Lost Jade of the Maya:

I addressed specialized audiences. *Bird Watcher* is a flying story that takes place locally. I spoke to various flying groups, and my biggest coup: 100 copies were sold in one weekend back in 2007 when 99s International (woman pilots) had a

convention in San Francisco during Fleet Week. I put copies of *Bird Watcher* into gift shops at local airports, especially Palo Alto Airport. (Published by a publish-ondemand publisher)

Jaguar Princess and Lost Jade take place in Yucatan, Mexico and in Guatemala at Mayan ruins. Chanla Pex, the direct descendant of a Mayan king, is a female Indiana Jones. I advertised in Archaeology Today, a magazine written for the general audience and devoted to new finds in archaeology, and I sold books to travelers visiting Mayan ruins. I gave talks to several groups, such as the AUW. I also sold books at Barnes & Noble and arranged book signings in various small cafés, inviting persons interested in writing but not necessarily in Mayan culture and history. I was invited as a Second Saturday author at Half Price Books in Fremont (sponsored by FAW); I spoke about my Mayan books for an hour, the audience seemed engaged, and I sold a dozen books.

Now you have heard from authors who have published on Amazon or on Smashwords, with small independent publish

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Off the Shelf

by Edie Matthews



Contests and Markets

by Carolyn Donnell



Let us know if you have any success with any of the contests listed in Writers Talk. (Or any other contest for that matter.) Send your writing victories to membernews@

<u>southbaywriters.com</u> and any new stories, poems, articles, etc. to <u>newsletter@southbaywriters.com</u>.

You can also check other branches for their current contests, submission, anthology, etc. requests. See a list of other CWC branches at

https://calwriters.org/cwcbranches/

Listings are for information only. No vetting has been done by South Bay Writers Club. Some contests have been around for a long time and the reputation is known but some are newer. Please read all guidelines carefully before submitting. And please share any experience you have with them good or bad.

CONTESTS WITH NEARING DEADLINES

20th Annual Writer's Digest Short Story Competition

https://www.writersdigest.com/writersdigest-competitions/short-short-story-competition

 Write a story in 1,500 words or less. Enter for your chance to win \$3,000 in cash, get published in Writer's Digest magazine, and a paid trip to our everpopular Writer's Digest Conference!

2020 St. Martin's Minotaur/ Mystery Writers of America First Crime Novel Competition

https://tinyurl.com/w4x7bma

Open to any writer, regardless of nationality, aged 18 or older, who has published a novel (in any genre), ... except authors of self-published works may enter, as long as the manuscript submitted is not the self-published work and is not under contract with a publisher for publication. Deadline 11:59pm EST on January 3, 2020.

LOCAL PUBLICATIONS AND CONTESTS

The Literary Nest: check website for submission period for Winter issue.

https://theliterarynest.com/

Catamaran Literary Reader: A West Coast quarterly literary and visual arts journal. Fiction, poetry, creative nonfiction, and fine art. Submissions year round with a quarterly production cycle. Submission fee includes a coupon for a \$14 discount on their website store.

• https://catamaranliteraryreader.com/

OTHER CONTESTS AND SUBMISSIONS

The Writer Magazine: free downloadable guide (Winter 2019 Guide to Writing Contests) at:

 https://www.writermag.com/contests/explore/winter-writing-contests/

Writer's Digest 8th Annual Self-Published Book Awards. Deadline April 1, 2020

 https://www.writersdigest.com/ writers-digest-competitions/selfpublished-book-awards

The Write Life - 31 Free Writing Contests: Legitimate Competitions With Cash Prizes

 https://thewritelife.com/writingcontests/

Winning Writers - Lists poetry and prose contests that are free to enter. Usually accepts previously published work. Tom Howard/Margaret Reid Poetry Contest. Submit October 15-April 30. \$5000 prizes. Wergle Flomp Humor Poetry Contest - Seeks humor poems Submission period: August 15-April 1. \$2250 prizes. No fee! Usually accepts published and unpublished work.

 https://winningwriters.com/ourcontests/

The Bitter Oleander Press - A Journal of Contemporary International Poetry & Short Fiction

https://www.bitteroleander.com

SOME SITES FOR POETS

Up The Staircase Quarterly - Submit 3-6 poems in a single document. Submit up to 10 .jpgs for art. No previously published poetry, but previously published artwork is okay.

• https://tinyurl.com/yc6e26ru

Poets & Writers – lists poetry and other contests.

• https://www.pw.org/grants

The Thimble Magazine - A quarterly online journal.

• https://www.thimblelitmag.com/submissions/

Poetry Pacific

http://poetrypacific.blogspot.com/

Poets.Org: ecommends several book and magazine contests.

• https://poets.org/text/entering-win-poetry-contests

Freedom With Writing: 78 Poetry Manuscript Publishers No Reading Fees

https://tinyurl.com/yccuwzj6

Trish Hopkinson – a blog – Where to Submit Reprints.

• https://tinyurl.com/poetryreprints

No Fee Calls for Poems: Facebook Group that lists contests that don't charge fees. SF State Poetry Center Chapbook Exchange. Sept 15 – Dec 15. Guidelines: 10-40 pages original, new work (written within the last 5 years) and/or published work that's fallen out of print. No fee!

- chapbookexchange@gmail.com
- https://www.facebook.com/poetrycenterchapbookexchange/photos/a. 836392293052441/3476184125739898 /?type=3&theater&ifg=1

OTHER RESOURCES

Poets & Writers

https://www.pw.org/grants*
 The Writer

• https://www.writermag.com/contests/ (*The Writer Magazine)

The Write Life

• https://thewritelife.com/writing-contests/ *

Funds For Writers - Contests, submissions, grants, resources, etc.

• https://fundsforwriters.com/contests/

Freedom With Writing

• https://www.freedomwithwriting.com/ *

Authors Publish

http://www.authorspublish.com/ *

The Best Writing Contests of 2019 curated by Reedsy

 https://blog.reedsy.com/writingcontests/

Get Free Write - a list of the writing contests in 2019

• https://getfreewrite.com/blogs/writing-success/2019-writing-conteststhe-complete-guide

NewPages Classifieds - Writing Contests & Book Contests. Announcements of new and current writing contests.

https://www.newpages.com/classifieds/calls-for-submissions

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Contests and Markets

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Hidden River Arts - Many different book award deadlines.

 https://hiddenriverarts.wordpress.com/awards-deadlinesand-guidelines/

New Pages: October

 https://www.newpages.com/ itemlist/category/795-october

The Do's and Don'ts of Dialogue at *The Writer* Magazine website

https://tinyurl.com/vc7q4cq

Here's How Writers Get Stories, Poems, and Novels Published Writer's Relief YouTube presentation

• https://tinyurl.com/yx4627fj

Writer's Digest has a university and workshops at:

• https://www.writersonline-workshops.com/

Poets & Writers resources.

- https://www.pw.org/conferences_and_residencies.
- * On both the Internet and Facebook.

-WT

Conferences and Events January 2020

by Margie Yee Webb

A Legal Guide to Book Publishing by Bob Pimm

January 11, 2020, San Francisco CA

https://www.milibrary.org/events/legal-guide-book-publishing-jan-11-2020

https://www.sfwriters.org/mil-classes/

Class co-sponsored by Mechanics Institute and San Francisco Writers Conference/ San Francisco Writers Foundation

How to Sell Your Book to a Publisher and Who You're Really Selling

January 17, 2020, San Francisco CA

https://wnba-sfchapter.org/how-publishers-think-and-how-best-to-pitchthem/

Session presented by Women's National Book Association—SF Chapter at the Mechanics' Institute Library

Auburn Winter Storytelling Fest

January 25, 2020, Auburn CA

http://www.auburnwinterstorytelling-festival.com/

"An entire day of Storytelling on the last Saturday of January" – presented by Foothill Storytelling Guild, and includes Children's Hour, Workshop, Open Telling, Liars Contest, and Evening Tellers Showcase.

Sierra Writers Conference 2020

January 31, 2020, Rocklin CA

https://sites.google.com/view/sierra-writers-conference-2020/rocklin-friday-schedule

February 1, 2020, Grass Valley CA

https://sites.google.com/view/sierra-writers-conference-2020/grass-valley-ncc-saturday-schedule

In conjunction with Sierra College, Sierra Writers produces an annual Writers Conference.

https://sites.google.com/view/sierra-writers-conference-2020/home

San Francisco Writers Conference

February 13-16, 2020, San Francisco CA

https://www.sfwriters.org/

"17th Celebration of Craft, Commerce and Community"

PLUS Optional Pre/Post Event Master Classes (sign up for individual classes)

PLUS Hollywood Screenwriting Summit and Poetry Summit (included with conference registration or register for stand-alone one-day summit)

*Optional Pre- and Post-Event Master Classes

Thursday, February 13; and Sunday, February 16, 2020, San Francisco CA

Hollywood Screenwriting Summit

Saturday, February 15, 2020,

San Francisco CA

https://www.sfwriters.org/screenwriting-hollywood-summit/

Summit included with SFWC registration, or register for stand-alone one-day summit – packed with informative sessions for every aspect of the entertainment industry.

Poetry Summit

Saturday, February 15, 2020

San Francisco CA

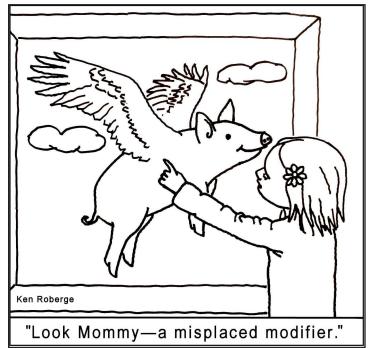
Poetry Summit — San Francisco Writers Conference

Summit included with SFWC registration, or register for stand-alone one-day summit – get inspired, improve your craft, shape your work for publication, learn how to navigate the multitude of pathways to publication and cultivate your market.

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Cartoons

by Ken Roberge



News from the California Writers Club

Ads in CWC Bulletin

by Bob Isbill (760) 221-6367

Want to increase your visibility? Sell your service? Promote your book? Increase speaker engagements? Pump up your web traffic? Or just send a greeting?

Each issue of *The CWC Bulletin*, published three times a year, reaches 2,000 published and aspiring writers in 21 CWC branches throughout the state and is published on *www.calwriters.org*.

Now we are accepting writing-related advertising from businesses, CWC members, and individuals who wish to reach our target market at reasonable prices. See calwriters.org for details and how to format your ad. -WT

You may advertise in the CWC Literary Review or The CWC Bulletin

Conferences and Events

Continued from Page 13

Belize Writers' Conference

April 25-30, 2020, Jaguar Reef Resort, Belize

https://www.joeygarcia.com/events/

"Breathe new life into your writing while building friendships with literary agents, authors, and writers at the third annual Belize Writers' Conference." – WT

You Promoted Your Book...

Continued from Page 11

ers or with publish-on-demand publishers. While two or three of our members have published many books and thus have the publishing/promoting business figured out, none such answered my query.

If you have promoted your books in a different or unusual way, please send an article to *WritersTalk* or send a paragraph to membernews@southbaywriters.com. — *WT*

CWC Around the Bay

Published meeting locations and times for other CWC branches in the greater San Francisco Bay Area. If you want to attend one of their meetings, first check their websites for details.

Berkeley: 3:00 third Sundays, 1204 Preservation Park Way, Oakland. cwc-berkeley.org

Central Coast: 5:30 third Tuesdays, Point Pinos Grill, 77 Asilomar Boulevard, Pacific Grove. *centralcoastwriters.org*

Fremont Area: 2:00 fourth Saturdays, 42 Silicon Valley, Fremont. cwc-fremontareawriters.org

Marin: 2:00 fourth Sundays, Book Passage in Corte Madera. cwcmarin.com

Mendocino Coast: 6:00 third Thursdays, Mendocino Hotel. writersmendocinocoast.org

Mount Diablo: 11:00 third Saturdays, Zio Fraedo's Restaurant, 611 Gregory Lane, Pleasant Hill. *cwcmtdiablowriters.wordpress.com*

Napa Valley: 7:00 second Wednesdays, Napa Valley Unitarian Church, Napa. napavalley-writers.net

North State: 6:00 third Mondays, Butte County Library-Chico Branch. northstatewriters.com

Redwood: 2:00 second Sundays, Flamingo Conference Resort & Spa, 2777 Fourth Street, Santa Rosa. *redwoodwriters.org*

Sacramento: 11:00 third Saturdays, Cattlemen's Restaurant, 12409 Folsom Blvd., Rancho Cordova. *cwcsacramentowriters.org*

San Francisco/Peninsula: 10:00 third Saturdays, Sequoia Yacht Club, Redwood City: check website http://cwc-peninsula.org/

San Joaquin Valley Writers, 12:30 second Saturdays, University of Pacific community room Tri-Valley: 1:30 third Saturdays, Four Points by Sheraton, 5115 Hopyard, Pleasanton. trivalleywriters.org

Wanted: Information on Conferences

Send information on conferences and other events of interest to writers to newsletter@southbaywriters.com for consideration for inclusion on this page.



WritersTalk 2019 Challenge Contest winners (left to right):

Carolyn Donnell, WT Challenge Poetry (\$50); Betty Auchard, WT Challenge Memoir (\$100); Michael Shipp, WT Challenge Fiction (\$50); Penelope Cole, WT Challenge Memoir (50\$); Russ Towne, WT Challenge Poetry (\$100) and WT Challenge Fiction (\$50); Evelyn Preston, WT Challenge Essay (\$50).

Not pictured: Chris Weilert, WT Challenge Essay (\$100)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
January	2020		1	2	3 7:30p Open mic: Almaden B&N	4
5	6 2p Valley Writers	7	8 Board Meeting (Edie's Home)	9	10	11
12 1p Poets@Play, Markham House	DINNER MEETING 2p Valley Writers	7p Well-RED at Works	15 DEADLINE: WritersTalk Submission	16 7p Third Thursday, Poetry Center	17 7:30p Open mic: Willow Glen Library	18
19	20 2p Valley Writers	21	22	23	24	25
26	27 2p Valley Writers	28	29	30	31	

Upcoming Events

Board Meeting (Edie's Home) Dinner Meeting (China Stix)

• January 8

January 13

• February 12

• February 10

SBW/CWC Events appear on this calendar page.

You may advertise in the CWC Literary Review or The CWC Bulletin

Ongoing Events Critique Groups

Our Voices: Meets at Bel Bacio Coffee

in San Jose every other Sunday 10 AM. Genres: Fiction, memoir, nontechnical nonfiction. Contact: Dave LaRoche at dalaroche@comcast.net

Valley Writers: Meets at Valley Village Retirement Community, Winchester at Dolores, Santa Clara, Mondays 2 PM. Marjorie Johnson, *marjoriej358@comcast. net*

Critique group meeting in Mountain View: We meet 1st and 3rd Friday of every month and are open all genres. If interested, please contact Karen Sundback at *sundback@gmail.com*.

Your Critique Group: Send info to *newsletter@southbaywriters.com*

Do you belong to a critique group? Please send details to *WritersTalk*.

Open Mics

South Bay Writers Open Mic: Read from your own work, from your favorite authors, or just come to listen. First Friday evenings, B&N Almaden. Third Friday evenings, Willow Glen Library or Rosegarden Library. See calendar for schedule. Contact Bill Baldwin (408) 730-9622 or email WABaldwin@aol.com

CWC SF Peninsula Open Mic: Third Wednesday of every month, 7:30 PM at Reach and Teach, 144 West 25th Ave., San Mateo

Ongoing discussion groups

Facebook Group: Members of South Bay Writers can join our Facebook group—South Bay Writers Club.

SBW Board Meetings

Board meets on Wednesdays, 7 pm, in the week preceding the dinner meeting. Contact Edie Matthews for more information on how you can attend at *pres@southbaywriters.com*.

Poetry Readings

Poets@Play: Meets at Markham House History Park, 1650 Senter Rd., San Jose, Second Sundays most months, 1 – 4 PM. www.poetrycentersanjose.org

Poetry Center San Jose: Meets Willow Glen Library, 1157 Minnesota Ave., San Jose, 7 PM Third Thursday, 408-808-3045 www.poetrycentersanjose.org

Well-Red Poetry Reading Series: Second Tuesdays, 7 – 9 pm, at Works San Jose, 365 South Market Street. Featured reader followed by an open mic, if time allows.

www.poetrycentersanjose.org

SBW Recommends ...

If you know of a regularly occurring event for writers, send an email to newsletter@southbaywriters.com.



MAIL TO

Address Correction Requested

South Bay Writers
Regular Dinner Meeting
6:00 - 9:00 p.m.
Monday, January 13, 2020
China Stix
2110 El Camino Real, Santa Clara

Tips for Creating a Sci-Fi Thriller with Amy Rogers

Please send contributions and submissions for *WritersTalk* by or on the 15th of the month!

Regular dinner meetings are second Mondays 6 – 9 PM of every month except Summer BBQ, December, and workshop months



China Stix

Located at 2110 El Camino Real in Santa Clara. Accessible from Hwy 82 and San Tomas Expressway.