



# WRITERSTALK

Volume 19  
Number 8  
August 2011

Monthly Newsletter of the South Bay Writers Club

## August Speaker

**Tina Glasner – Interior Motives**

**Book designers envision your text as artistic success**

*By Colin Seymour*

Tina Glasner is an interior designer of books. A fetching cover or book jacket may add curb appeal, but the contents and appearance inside are the vital elements of artistic success.

She wants us to internalize the notion “that a book is a visual thing as well as an intellectual concept.” Thus, our August 9 dinner speaker may well influence your own design choices if you’re about to publish your own book.

She will discuss why artistic merit is important to “the whole book, including typesetting, the graphics that are going to be inside, and making the overall decisions about the look and feel of the book.” That also includes “what the title page looks like; whether you go soft-cover or hard-cover; paper stock. . . .” And if it’s an e-book, you’re starting with “basically content without a layout,” but it probably could use a layout.

Not long ago, authors didn’t used to have to think much about any of that. “It used to be the prerogative of the publisher.”

But now that so many of us are publishing by alternative means, our need for input from a designer is greater than many of us think. And don’t expect your small publisher to do much more than “take your word files and throw them into a book template,” Glasner points out. “Any further graphics are an additional cost.”

That sounds like thousands of dollars added to a project that may well have cost you more than \$20,000 already. And you probably do require a lot of the cover illustration. Can’t we go kind of spartan on the interior design?

“How much a book should be illustrated depends on what sort of book it is,”



*Continued on page 12*

## Breaking News

**Writers’ Retreat: See page 5**

**The time to register is NOW.**

We’ve added two new facilitators to the Writers’ Retreat, September 1–4. Janis Bell, author of *Clean, Well-Lighted Sentences*, and Zondervan award winner C. S. Lakin are joining Nina Amir, Nora Profit, and Jay Swartz as presenters. Five great writing coaches, five daily hours of uninterrupted writing time, and five star meals.

**Workshop October 29: Mark Coker from Smashwords**

For details, see flier on page 11.

## Summer Recap

Nina Amir’s workshop kicked off the summer. David Strom won his ticket at a SBW meeting and said, “No, Nina didn’t tell me how to write my novel fast, but she gave plenty of advice that I can use. She finished with a page of excellent references and resources.”

Our annual July barbecue, hosted by Edie and Jim Matthews in their park-like backyard, provided fun, food, and frolic, as evidenced by the *WritersTalk* centerfold photos taken by Carolyn Donnell and Dick Amyx. Check out all those hats. See more photos at <http://southbaywritersgallery.shutterfly.com/> And give a big THANK YOU to Edie and Jim. **WT**

# President's Challenge

by Bill Baldwin  
President, South Bay Writers

## Remember the Alamo Summer Retreat!

I hope you're enjoying your summer and managing lots of writing. Our new SBW board has taken office, and we're busy planning the coming year: dinner meetings, workshops—and the Summer Retreat.

Please consider the Summer Retreat. We're not holding a conference this year, and the Summer Retreat is one of the activities we're planning in its stead—something new and a little different.

This event is *not* a conference, it's a *retreat*—not a weekend of rushing from workshop to workshop, from pitch session to critique session to panel; something more relaxed, more introspective, more inward—with time for reflection and writing. And unlike our conferences, the price includes not only *all the meals* but the *lodging* as well. A real bargain. Nearly four days to focus on your writing, to focus on your material, to reach into yourself and put pen to paper.

And should that dreaded Writer's Block strike, you'll have diversions to help clear out your mental cobwebs and stimulate your creative juices: swimming, volleyball, hiking; all in a beautiful rural setting. A place to get away from your normal stresses and *relax*; to *clear the mind* and *focus* and *let the words flow*. And dining together and sharing ideas and inspirations with your fellow writers in a relaxed setting.

Here's my Summer Challenge Number One: Think what might happen if you gave yourself the solitude and opportunity necessary to concentrate on your writing. Consider what you could do if you could get away from your everyday distractions and *write*!

People make all kinds of journeys over Labor Day: Folk dancing camps; white water rafting. Why not take a journey into your writing? Why not come meet your Muse?

Challenge Number Two: We're hoping to provide lots of opportunities to coax or prod your writing forward: Speakers, agents, workshops... But we're a writing *community*; we need folks to help plan and produce these things. *What skills can you bring to the South Bay Writers "table?"* Are you skilled at publicity and PR? Are you a good organizer? Email me at WA-Baldwin@aol.com and let's talk about making your ideas a reality!

Sail on! WT



## California Writers Club South Bay Branch

### Executive Committee

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Workshops—Nina Amir  
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### Join Us

We have a membership category that fits you. Dues are \$45 per year plus a one-time \$20 initiation fee. Contact the Membership Chair, Marjorie Johnson.



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## WritersTalk

is the monthly newsletter of the South Bay Branch  
of the California Writers Club.

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Jackie Mutz  
Rik Scott

### Submissions

Members of the South Bay Writers Club are encouraged to submit their creative works for publication in *WritersTalk*. Suggested word limits are not absolute; query the editor. Electronic submissions should be text or attached MS Word file sent to newsletter@southbaywriters.com; or mail double-spaced, typewritten copy to

Marjorie Johnson  
665 Fairlane Avenue  
Santa Clara, CA 95051

### Guest Columns

*Almost Anything Goes* (300 words)

### News Items

 (400 words)

### Letters to the Editor

 (300 words)

to Andrea Galvacs  
newsletter@southbaywriters.com

### Creative Works

Short Fiction (1500 words)  
Memoir (1200 words)  
Poetry (300 words)  
Essay (900 words)

### Accolades

accolades@southbaywriters.com

### Announcements and Advertisements

newsletter@southbaywriters.com

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

Advertising is accepted on the basis of its interest and value to writers. Advertising rates for Club members, \$7 per column inch; non-members, \$10. We will assist or insist with layout.

Authors retain all rights to their works; *WritersTalk* gratefully acknowledges the authors' permission to publish their works here. Contact individual authors for permission to reprint.

**Change of Address:** Send changes of address to the Membership Chair at membership@southbaywriters.com

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## Words from the Editor

by Marjorie Bicknell Johnson

Editor



This issue of *WritersTalk* is my first as editor. I want your newsletter to serve *your* needs as writers. I want *WritersTalk* to make you proud, both with its appearance and with its content. Please send me your comments on the newsletter. We are re-instituting the “*WritersTalk* Challenge” as well as the column “In My Opinion.”

That said, who is this new editor? I have been a member of South Bay Writers (SBW) since 2003 and membership chairman and a SBW Board member for five years. I have contributed to the newsletter—you have seen some of my stories in *WT*—and I won both first and second prizes in the California Writers Club (CWC) Berkeley Branch 2010 Write On! Story Contest. My stories were included in the 2010 CWC statewide anthology, *West Winds Centennial*, and in SBW's 2009 anthology, *Who Are My Friends?* I am acquainted with many members of South Bay Writers, and I listen to their ideas and suggestions.

I've been writing since I was editor of my high school newspaper and yearbook and wrote a column, “What's New at NU,” for the local newspaper (1953–55). Beyond the borders of California Writers Club, I have served since 1963 on the editorial board (co-editor, 1973–75) of *The Fibonacci Quarterly*, an academic mathematics journal devoted to the study of integers with special properties. Before your eyes glaze over completely, please recall that Dan Brown used Fibonacci numbers in *The Da Vinci Code*. In 1982, the *San Jose Mercury News* gave my travel article on Peru a full-page spread. Over the years, I wrote or co-authored more than 100 mathematical articles appearing in various journals. More recently, I have completed two novels: *Bird Watcher*, about an airplane stolen from Palo Alto Airport; and *Jaguar Princess*, about a sixteen-year-old Maya princess who uses her powers as a shaman to read Mayan hieroglyphs and to solve an ancient mystery.

I thank Bill Baldwin for appointing me as editor, and I will do whatever it takes to make *WritersTalk* a publication that you look forward to receiving every month. I envision *WritersTalk* as a showcase for SBW members' work as well as a lively source of news and information for writers. **WT**

### An invitation

If you would like to become a contributing editor to *WritersTalk*, please contact me at newsletter@southbaywriters.com —Marjorie

# Accolades

by Jackie Mutz

In the June issue of *Writers Talk*, I wrote an incorrect email address. The correct email address to send your writing accomplishments is accolades@southbaywriters.com My apologies for the oversight; somehow these writers managed to get their information to me in time. Congratulations to all writers on their news.

**Nina Amir** has received a contract with Writer's Digest Books to turn her blog, *How to Blog a Book, A Step-by-Step Guide to Writing and Publishing Your Manuscript on the Internet One Post at a Time*, into a book by the same title--proving the concept that blogging a book to build author platform and promote the concept so you get discovered, land a publishing deal or build a big enough readership to help make your book successful all at the same time really does work! The publication date is March 2012.

**Meredy Amyx** was offered a handsome fee to write a book review for *Peer to Peer*, the member magazine of the International Legal Technology Association. Her review of *The Googlization of Everything (And Why We Should Worry)*, by Siva Vaidhyanathan, appeared in the June issue of this four-color, glossy publication. Meredy also entered an essay she wrote for one of her literature courses at De Anza in the college's annual competition for the Carolyn Keen Literature Prize and won second place, with an award of \$200.

**Betty Auchard** did a book tour for her memoir *The Home for the Friendless*, which led her to Cedar Rapids and Iowa City, Iowa for a whirlwind of speaking engagements June 9 through 16. I'm sure it was a great success!

**Reed Stevens'** article, "Seeing Gertrude Stein in San Francisco," was recently published in the online journal *Broad Street Review*. To read this interesting article, go to [www.broadstreetreview.com/index.php/main/article/seeing\\_gertrude\\_stein\\_in\\_san\\_francisco/](http://www.broadstreetreview.com/index.php/main/article/seeing_gertrude_stein_in_san_francisco/)

**Anna Thumann** has published *Alcatraz Schoolgirl: A Memoir* with Createspace. Her book, about the ten years she lived on Alcatraz as a child, appears on Amazon.com and also as a Kindle book. Several short excerpts from her book have appeared in *Writers Talk*.

The Fourth of July has passed, marking a half-way point of summer, if you can call it that. As I write this column, there is a lazy breeze tickling the olive tree outside my window and the remnant of coastal fog lingers reluctantly; it will be back to blanket our town tonight. The South Bay Writers BBQ on July 17 at Edie Matthew's house was a success as always and we look forward to interesting new speakers and workshops as the season shifts into fall. Don't forget the Writers Retreat in September! In the meantime, keep writing and don't forget to send me your writing success stories. No matter how big or small the accomplishment, WT writers want to know how you are doing. So email me (Jackie Mutz) at [accolades@southbaywriters.com](mailto:accolades@southbaywriters.com) I look forward to hearing from you.

**Postscript** (submitted by Carolyn Donnell) Several South Bay Writers Club members participated in a panel of eight local authors at a book-signing event on June 25 at the Barnes & Noble on Stevens Creek Blvd. in San Jose. Martha Engber's book, *Growing Characters From the Ground Up*, seeks to give the writer

the skills to shape their characters. June Chen's novel, *Seeing The Light*, is a coming of age story of a girl who is emerging out of the darkness. Betty Auchard's second book, *Home for the Friendless*, is a memoir of her life in an orphanage during the Great Depression. Robert Balmanno's *Runes of Iona* is the second book in a Sci-Fi series. Audry Lynch's *Steinbeck Remembered* consists of 20 interviews with people who knew him during his California years. WT

## Summer Retreat

by Danita Craft

**Hurry — sign up today.**

Janis Bell, author of *Clean, Well-Lighted Sentences* will open our weekend with her popular writing workshop.

Nora Profit, award winning author and CEO of The Writing Loft will teach scene construction in her Behind The Scenes Workshop. She's also facilitating The Profit Puzzle.

Nina Amir can drive your book from concept to completion in her Birth Your Book workshop. You'll have a book proposal outline and a Perfect Pitch to sell it with.

Jay Swartz is presenting Character Archetypes and The Hero's Journey. Both topics are foundations for fiction and creative non-fiction.

C. S. Lakin, Zondervan award winner, has written eleven novels, and she's sharing her expertise with Scene Sculpting and First Page: a one-on-one 15-minute conference all about your first page.

Details will be emailed to all registrants. See the flier on the facing page.

**Register Now!**

WT



CWC South Bay

# Summer Writers Retreat

Westminster Manor, 512 Hemme Avenue, Alamo, CA 94507



9 am September 1 through  
3 pm September 4

Price includes shared  
lodging, all meals, all  
workshops, swimming,  
recreation, and hours of  
writing time.

Members \$324  
Non-members \$379

## Workshops

Perfect Pitch \* Nina Amir

The Hero's Journey \* Jay Swartz

Well Lighted Sentences \* Janis Bell

Getting Published \* Susanne Lakin

Writing A Book Proposal \* Nina Amir

Character Archetypes \* Jay Swartz

Behind The Scenes \* Nora Profit

Birthing Your Book \* Nina Amir

Profit Puzzle \* Nora Profit

Register at  
**[southbaywriters.com](http://southbaywriters.com)**

or by check to  
CWC, South Bay  
Summer Retreat  
PO Box 3254  
Santa Clara, CA 95055

[email\\_treasurer@southbaywriters.com](mailto:email_treasurer@southbaywriters.com) for more information

## View from the Board

by S. Halloran

Ten of us: president Bill Baldwin, vice-president Colin Seymour, treasurer Richard Burns, secretary Sylvia Halloran, webmaster Rik Scott, Central Board liaison Dave LaRoche, membership chair and WritersTalk editor Marjorie Johnson, Members-at-large Dick Amyx and Andrea Galvacs and visitor Carolyn Donnell, met in Santa Clara Tuesday night, July 12, 2011.

Main topics for the evening were:

- Concern over scarcity of registrations for upcoming workshops and retreats.

- Desire to establish club online presence with specific Meetup sites, an attractive and easily-used website and involvement in Social Media.

- Reassignment of duties and responsibilities in leadership positions.

Passed motions included:

- Approval of corrected 6/7/11 minutes. (Johnson/Burns)

- Approval of \$75 to establish SBW Meetup for 6 months. (LaRoche/Seymour)

- Approval to adjourn. (Amyx/La Roche)

South Bay Writers can approach the coming year with hope and confidence. Club commitment to an expensive retreat requires solidarity and enthusiasm to help members realize what an extraordinary opportunity it is. We are tied to the shaky economy and can only move forward with projects like the East of Eden Writers' Conference if we find good, detail-oriented leadership.

We adjourned at 9:40 and enjoyed brownies and coffee. **WT**

## Publishing Pathways

Your ticket to a finished book

by Dave LaRoche

*Publishing is confusing—I don't know where to go or even what I want once I get there . . . except, I do know I don't know enough to address the thing. I'm not even sure I like the idea—the selling and all, not something I'm good at. I didn't want this—gee, I just wanted to write.*

Publishing Pathways is NorCal Group's response to this often overwhelming experience. Pathways mentors from our branch are equipping themselves with the answers, and they received a big boost June 18 in Fremont at the first mentors' orientation session.

A website has been developed to contain the publishing options available today. Traditional, electronic, interactive; you do it, they do it, you share it; platforms, selling, distribution; marketing with blogs, networking and interviews are all included in the Pathways' scan and have been or will be addressed. It isn't complete, but it's closing in, and a core group of researchers are filling it out and keeping it current.

The Publishing Pathways mission statement says it all: *To assist the author in discovering qualified and predictable means to achieve publishing goals and to point out specific processes and vendors suited to fulfilling those objectives.*

Each branch will have mentor volunteers who have been through the training and have access to the information above. Our mentors at South Bay Writers are Marjorie Johnson, Graham Flower, David Breithaupt, Nina Amir, and Sylvia Halloran.

Richard Burns and his assistant, Brian Martin, filmed the orientation meeting and are producing a training DVD.

When you have questions about publishing, you will know at least one place to go. And should you have more than the casual interest—a screaming desire you are unable to quell—contact Nancy Curteman (lutecenan@sbcglobal.net) and join up. With the rest of us, you will find an exciting and gratifying experience, not to mention the publishing inside track.

So, what is this NorCal Group?

The NorCal Group is a grass-roots association of volunteers from Northern California CWC branches. Our role is to build and exploit a network of sharing: to spread the big successes and interesting ideas around so that all branches may be aware of the best being done and employ those methods and techniques. We have produced events that bring branches together, such as a leadership conference with branch officers attending and sharing ideas. Our website includes branch operation schedules, a calendar, a speakers evaluation page, and our distributed minutes.

We encourage branch presidents to appoint NorCal representatives to their boards so that information may flow reliably. Sharing what is known with all branches just makes good sense. The NorCal Group meets on the first Saturday of even months, 11:30 a.m. to 3:30 p.m., at 2645 Webster in Oakland. Our next meeting will be held on August 6. For more information, contact Dave LaRoche, dalaroche@comcast.net **WT**

## New Members

by Jackie Mutz



Jackie Mutz  
Contributing Editor

Make sure to introduce yourself to new and old members at the next South Bay meeting you attend. As writers, we are all here to support each other. What better way to start the process than by introducing yourself? Here are four new members:

**Susanne Lakin** heard about South Bay Writers from an online group and is hoping to meet more local writers and find new clients. She has a seven book (adult) fantasy series *The Gates of Heaven* out with AMG/Living Ink Publishers. She is a prolific writer in many genres, including a contemporary psychological mystery/relational drama, *Someone to Blame*, published by Zondervan in 2010. She has five contemporary novels her agent is trying to sell and has finished the first book in a young adult sci-fi romance. Susanne also enjoys helping other writers as a copyeditor and writing coach. She is an avid backpacker, reader, and lover of animals. Make sure to introduce yourself to Susanne at our next meeting. She may be the writing mentor for whom you have been looking.

**Patty Aguilar**, though fairly new to writing, is a creative nonfiction writer whose focus is on the spiritual side of life as she views it. She joined South Bay Writers to meet more experienced writers and to improve her writing, as she believes that “a group of people can affect (and effect!) others in a constructive and productive way that cannot be achieved working alone.” Patty has a business

and religious background and enjoys cooking, reading, and amateur photography. She is interested in joining a critique group as well. Feel free to contact her at [pattyaguilar@att.net](mailto:pattyaguilar@att.net)

**Horst Lehrheuer**, another recent member, is currently working on a nonfiction book. As someone who believes that individuals never stop learning, he hopes to learn more about the business of writing a nonfiction book. An executive veteran of the high tech industry, Horst has lived in the US for the last 20 years. He is interested in joining a critique group to improve his writing and looks forward to meeting members with similar interests. Look for Horst at our next meeting.

**Elaine Brady** joined South Bay Writers in June “to have the input and support of other writers” and has enjoyed the “diversity of styles and perspectives” of other writers so far. Her writing interest is poetry: she is currently “putting together a book of poetry depicting the recovery journey of an incest survivor.” As a psychotherapist in addiction recovery, she has been in the news four times in the last two years and plans to open a treatment clinic this year. At this point, she describes poetry as her hobby and has just joined a critique group. A life long dream of visiting Africa awaits Elaine. If you did not get to meet her at the BBQ, look for her at our next meeting. **WT**

## A Reading Group

Florence Schorow [flo19@pacbell.net](mailto:flo19@pacbell.net) has suggested that some members would enjoy a writers’ reading group. Some possible titles include *The Help*, the current best seller by Katherine Stockett; *Turn of Mind*, the new novel by local writer, Alice La Plante;

## In My Opinion

By David Breithaupt

In regard to what I’d like to see in WT, a couple of items come to mind: Foremost is process that has worked for members in overcoming all sorts of challenges writers encounter.

In addition to what is “good” writing in general (plot/character), I enjoy reading how folks deal with precise topics like avoiding passive tense, mastering that first paragraph, banishing adverbs, good punctuation, crisp style, etc. I have also liked reading about club peers dealing with boredom, blocks, over-editing, and under-editing.

When the writing is “done” I particularly (an adverb!) like reading about or schmoozing with clubbers about specific things that have worked, or not worked, for them in finding reviewers, editors, agents, self-publishing, marketing, hiring internet distributors and getting e-books produced. These concerns of course led to our starting a “mentoring” system.

I thought Dan Poynter’s seminar was excellent. It identified the worth of the Internet in vivid style.

However, putting Poynter’s tips to work identifies a big problem for me and I suspect many others, in short—HOW TO USE A DAMN COMPUTER! **WT**

and/or short story collections by Alice Munro, William Trevor, or Tobias Wolff. If such a group interests you, contact Florence, and we will discuss this further at the next SBW dinner meeting. **WT**



# Annual July BBQ



Jim Matthews and Frank Johnson rest after grilling chicken



Colin Seymour and Betty Auchard



South Bay Writers July bash in Edie's garden



A happy Richard Burns



Richard Burns, Andrea Galvacs, and Colin Seymour



David Strom



Mel Moore, Emma Hooker, and Jill Pipkin





Our Fearless Leader, Bill Baldwin



Eddie cuts the decadent chocolate cake under the sunflower



The Ladies in Red Hats: Louise Webb and Audry Lynch



Rob Robbins



Cathy (a visitor), Michael Murray, and Meredy



South Bay Writers July Barbecue

<http://GEEZERwoe.com>

## Many of us could use more computer support

by David Breithaupt

I bought my first computer 10 years ago, had two briefing sessions, and started writing fiction in compulsive fashion. But first I had to relearn typing skills not used in 55 years. I delighted in my ability to cut-copy-paste-delete-store-check spelling and punctuation. I can't imagine a writer using pen and paper and scissors!

HOWEVER, my magnificent tool of ten frustrated and devastated me as I created three 150,000-word gems. I'd lose text for no reason; it would abruptly change font or format; the palette would disappear. I finally consulted a grandchild for e-support.

It took me a while—including a trip to Staples—to learn that a wireless mouse and keyboard have batteries. Do you know what memory is and how to guarantee it? Did you know using *Save* too much can overwhelm a hard drive? I didn't till I hired a Mac mentor who answered questions and fixed things remotely so my creativity could continue.

BUT when I tried enacting "Poynter Pearls," even more formidable obstacles appeared: cyber jargon and arcane rituals of web navigation did us both in for varying intervals.

I hate passwords. Did you know half of them lapse in 30 days? Did you know most websites don't respond and e-mails don't fly if you get one letter wrong or even go too slowly through a sequence of commands? Did you know communicating with a specific person on a website is an adventure because cyber agents rarely give phone numbers or e-mail address unless you know the tricks?

I realize most of this is due to my

ineptness and, not the least, I suspect adverse electric energy, which emanates from my geezer fingers every time I touch a keyboard.

SBW has folks who know computers and don't give off negative fields. I'm sure they are amused by my pathetic woes. I don't mind being laughed at with scorn. At least it means someone in The Club with simple, obvious solutions heard me.

Using one's computer is an important part of selling books these days and should attract some willing key members as it did at our premier Publishing Pathways mentoring session.

I can't be the only doofus who needs such a wizard on occasion. A list of volunteer gurus on our website for e-mail or personal tutorials, or even a class now and then, might work in mastering the few helpful sites I'm attracted to.

Let's work on how to do it! WT

## On Hedding West

Andy's parrot  
ponders its new perch --  
a fifty-four Ford truck. Pickup.

— c. seney



## Business Cycles

Orchards upturned, Cosentino's closed.  
Plastic cased fruits.  
Idled nose knows.

— c. seney

## August of Wind

Wordy, wordy: get "mental shears."  
Cut and paste. Please be concise;  
Consult a jury of writer's peers.

--Pat Bustamante

# eBook Revolution

## A Workshop With Mark Coker

by Nina Amir

Mark Coker is the founder of Smashwords, the leading ebook publishing and distribution platform serving indie authors and small publishers. Smashwords distributes to Apple, Barnes & Noble, Sony, Kobo and other retailers and mobile app platforms, and the authors who use this service determine the price of their ebooks, retain all rights, and receive 85% of the net sales proceeds from their works. Mark and his wife are co-authors of *Boob Tube*, a novel that explores the dark side of Hollywood celebrity. He is the author of the *Smashwords Book Marketing Guide* and *Smashwords Style Guide*.

Sales of ebooks have surpassed printed books. Previously unknown authors have become millionaires selling ebooks on their own without publishers only to later land huge traditional publishing deals. You, too, can become an ebook author. Learn how with Mark Coker, an ebook author and the founder of Smashwords.com, the leading ebook publishing and distribution platform today. During this workshop you will receive an ebook publishing primer, learn how to produce and distribute an ebook, and discover the seven secrets of ebook publishing success.

This is the first time Mark has offered all this information in one full-day workshop! If you've been dreaming of writing, producing and selling an ebook and getting in on the ebook craze, you won't want to miss the chance to learn from him on October 29, 2011.

Details are in the flier on the following page.

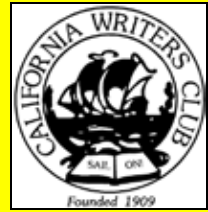
WT



# SOUTH BAY WRITERS<sup>TM</sup> PRESENTS:

A Workshop Led by

## Mark Coker



## HOW TO GET IN ON THE EBOOK REVOLUTION:

### Produce, Distribute & Sell Your EBook

Sales of ebooks have surpassed printed books. Previously unknown authors have become millionaires selling ebooks without publishers only to later land huge traditional publishing deals. Other best-selling traditionally published authors have struck out on their own as indie ebook authors. And aspiring authors who couldn't land a traditional publishing deal have found success in the world of digital publishing.

You, too, can become an ebook author. During this 4-hour workshop you will:

- Receive an ebook publishing primer—an introduction to the ebook market, the big trends shaping the future of publishing, and a close look at the Indie Ebook Revolution
- Learn how to produce, format and distribute an ebook
- Discover the seven secrets of ebook publishing success—the proven best practices of most successful authors
- Find out what *really* makes an ebook sell—how readers discover books, what categories or lengths sell best, pricing data, how retailer sales rank is computed and measured and how it impacts sales

**About the presenter:** Mark Coker is the founder of Smashwords, the leading ebook publishing and distribution platform serving indie authors and small publishers. Mark is also the co-author with his wife of *Boob Tube*, a novel that explores the dark side of Hollywood celebrity and the author of the *Smashwords Book Marketing Guide* and *Smashwords Style Guide*.

**October 29, 8:30-2:00**

**Lookout Restaurant**

**605 Macara Ave.**

**Sunnyvale, CA 94085**

Registration @ 8:00; WORKSHOP begins promptly at 8:30; continental breakfast and lunch included.

**Early Bird (through midnight Oct. 14, 2010)**

CWC members: \$45

Non-members: \$55

**Students w/ID (up to age 25), anytime \$25**

**After October 14 and at the door**

CWC members: \$55

Non-members: \$65

*Cancellation Policy:* \$5 fee through midnight 10/14; \$15 fee 10/15 through midnight 10/21; no refunds after midnight 10/21.

**South Bay Writers is a non-profit 501c3**

**Register and pay by credit card (Paypal) at [www.southbaywriters.com](http://www.southbaywriters.com)**

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Name: \_\_\_\_\_ CWC branch (if applicable) \_\_\_\_\_

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\_\_\_\_ Early Bird (postmarked by 10/14) \_\_\_\_ Regular Registration (postmarked after 10/14) \_\_\_\_ Student Registration



## August Speaker

Continued from page 1

Glasner says. “As an editor I’ve often commented just as much about how the book is going to piece together and how certain illustrations would enrich the book. That’s part of our human nature; we love to look at pictures. We especially like to look at pictures of other humans. How many people pick up a biography and immediately look at the center section for the pictures?”

For a memoirist, she says, “that really could be a budget item: selecting the pictures and getting the pictures into the book, insisting on those pictures in the format of the book.”

But Glasner’s emphasis will be on “the creative side of illustrations and how much they add to a book.”

The Tenniel illustrations for “Alice in Wonderland” come to mind.

“The model for the book I did last year was Shel Silverstein, *Where the Sidewalk Ends*. We call our book *Shel Silverstein for Grownups* because it’s humorous poetry like Ogden Nash; we don’t consider it highbrow poetry.

She noticed long ago that the marriage of illustrations and texts in children’s books was crucial. “I wondered how the two met up with each other. I also wondered how an artist breaks into publishing.”

Glasner recognized her own aptitude during childhood. “I wanted to go to art school, but my parents thought art was being Picasso, so instead I wound up studying German.” She did accounting work until her thirties, when she finally realized she had been undervaluing her writing chops. That in turn led her to a specialty editing newsletters, including WritersTalk, and provided her

expertise in the works of Macintosh and Quark Express. “So that’s how I got into doing graphic design.”

Non-traditional publishing ventures seem to require not only a graphic designer but also a cover artist and a marketing budget, according to Stephens Press publicist Stephanie Barko (who has been steering SBW star Betty Auchard’s recent sales campaign). “Plan to spend \$2.5K to \$12K before and during the first three months of your book’s life,” Barko wrote in July WT.

The designer surely doesn’t come cheaply, either.

“There are so many middle people that seem to be eager to hop on board when somebody wants to publish something,” Glasner acknowledges. “Stick to what you want and also what you can afford. Everything in my opinion is an option.”

She likens the expense to buying a painting. “If you want to pay three hundred, and the price tag is three thousand, what’s the real value?”

Spoken like a true interior designer.  
WT

## Tina’s Caption Contest

Create a humorous caption for one of Tina’s illustrations, the one pictured here. Bring your idea with you to the meeting or create a caption on the spot. She’ll award two prizes of editing/illustration services during her presentation and will also tell you the story behind this sketch.

## Send us your Scariest Story

What was the scariest thing that ever happened to you?

When I was ten, I followed my two boy cousins into a railroad tunnel. It was dark in there, but I pretended to be brave. We were walking on the creosoted railway ties, a challenge for my short girl legs. I heard the rails humming, touched a rail, and felt a vibration: a train coming. No way to get out in time.

The railway bed was about three feet above the tunnel floor. I lay down in the gravel beside the railway, as close to the tunnel wall as possible, and pulled my jacket over my head. My cousins reacted in the same way. The monster train roared and rattled and threw sharp gravel. Even though I covered my ears, they rang for an hour, and my jacket and Levis were plastered with black tar-like stains.

We all survived without a scratch, and my cousins never called me “scaredy-cat” again. (150 words.)

Send your scariest experience to WT, and since scary times often happen in a flash, make it a flash memoir (150 words max). The top three stories will appear in the next issue of WT, deadline August 15. WT



# WRITERSTALK

## Challenge

### What Is It?

Twice a year, in February and August, awards are given to contributors to *WritersTalk*. You need take no special steps to enter this competition; if your piece in one of the designated genres is published in *WritersTalk*, you are a contestant in the Challenge.\*

### Genres

Fiction  
Memoir  
Essay  
Poetry

### Judging Periods

January 16 through July 15  
July 16 through January 15

### Prizes

One winner will be selected from each of the eligible genres. Each winner will be awarded a cash prize of \$40.

### Judging

Judging will be done by *WritersTalk* contributing editors and other Club members whom the contributing editors may ask to assist.

\* Eligibility for the *WritersTalk* Challenge is limited to members of the South Bay Branch of the California Writers Club; judges may not judge in any category in which they have an entry.

Special Note: The judging period for 2011 only will include the entire year, January 16, 2011 through January 15, 2012. **WT**

### It's Mangled

Computer computer  
Come -'pewter', so fragile!  
I warn (well . . . I scorn!)  
Computerized poets, not "mechanically agile,"  
Beware! Your words precious, mutilated and torn --  
Ouch. I must mourn.

— Pat Bustamante

## Contest Corner

by Carolyn Donnell

•First on the contest list is the reinstatement of the WritersTalk Challenge, a semiannual contest of stories, poetry, and other chosen genres published in *WritersTalk*.

Some CWC Northern California branches with contest information:

•San Francisco/Peninsula Branch has a call for entries for a short story contest. First Prize is \$300 and publication in *Fault Zone: Stepping up to the Edge*, an anthology of stories to be published January 2012. Second prize is \$100. Third is \$50. Postmark deadline is September 30, 2011. Entry fee is \$15. Details at [www.cwc-peninsula.org/](http://www.cwc-peninsula.org/)

•Marin Branch has contests listed on their site. See [www.cwcmarinwriters.com/links/contests/contests.html](http://www.cwcmarinwriters.com/links/contests/contests.html)

•Berkeley Branch regrets that it had to suspend the Write On! Story Contest for 2011. Look for another contest in 2012.

•Central Coast Branch announces the 2012 CCW Spring Writing Contest awarding four \$250 prizes. Details available after August 1 at [www.centralcoastwriters.org](http://www.centralcoastwriters.org)

•WOW! (Women On Writing) hosts a quarterly writing contest. Word count 250. This quarter features an open prompt—you choose the topic. The summer contest is open now and runs until midnight (PST) on August 31. They allow only 300 entries so check the website first for details. If you miss this one, there will be another contest starting on September 1. See details at [www.wow-womenonwriting.com/contest.php](http://www.wow-womenonwriting.com/contest.php)

•Another online, prompt-driven contest is the "24 Hour Contest" at

*Writers Weekly*: [www.writersweekly.com/misc/contest.php](http://www.writersweekly.com/misc/contest.php)

The writer has 24 hours to complete a short story based on a prompt. You must be entered in the contest before the topic is posted in order to submit your story. You cannot write your story first, then enter the contest. This contest is held quarterly and limited to 500 entrants; cost is \$5.

The next contest's start time is Sept. 10th, 2011 at noon (CST).

•The *Best Free Poetry Contests* is a resource for poets foremost, but also lists some short story contests. You can subscribe to their [free] newsletter at [www.winningwriters.com/contests/free/log/fri\\_welcome.php](http://www.winningwriters.com/contests/free/log/fri_welcome.php) You can also subscribe to *Poet Contest Insider* for a quarterly fee. One example of a poetry contest found there is the "Tom Howard/John H. Reid Poetry Contest," postmark deadline, September 30. Prizes of \$3,000, \$1,000, \$400 and \$250 will be awarded, plus six awards of \$150 each. Another contest I found on this site is the Love Poem Poetry Contest, organized by FanStory.com. According to the website, "Contests are free to writers. Write a love poem. All forms of poetry accepted. Your love poem can be fictional or non-fictional. It can be humorous or serious. The choice is yours. But it must clearly be a love poem." The winner takes away \$100. Deadline: Tuesday, August 16, 2011 at 11:59 p.m. (EST). **WT**

### Ain't That Sweet

I don't blog or text or Skype,  
Facebook or tweet.  
Instead, I prefer to live and write,  
Now ain't that sweet?

— Richard A Burns

## Directory of Experts

*Do you have specialized knowledge that might help a writer bring authentic detail to a scene? Send a message to [networking@southbaywriters.com](mailto:networking@southbaywriters.com) or to the club post office box and we will add your listing to our directory of experts.*

### **Astrology, Singing**

Sara Aurich  
[saraaurich@comcast.net](mailto:saraaurich@comcast.net)

### **Astronomy, History of Astronomy**

Bob Garfinkle  
[ragarf@earthlink.net](mailto:ragarf@earthlink.net)

### **Banking**

Pam Oliver-Lyons  
[polpap@prodigy.net](mailto:polpap@prodigy.net)

### **Character Development**

ArLyne Diamond, Ph.D.  
[ArLyne@DiamondAssociates.net](mailto:ArLyne@DiamondAssociates.net)

### **Counseling**

Dr. Audry L. Lynch  
[GLYNCH7003@sbcglobal.net](mailto:GLYNCH7003@sbcglobal.net)

### **Engineering: Mechanical, Aero, Aerospace**

Jerry Mulenburg  
[geraldmulenburg@sbcglobal.net](mailto:geraldmulenburg@sbcglobal.net)

### **Growing Great Characters from the Ground Up**

Martha Engber  
[marthaengber.com](mailto:marthaengber.com)  
[marthaengber.blogspot.com](http://marthaengber.blogspot.com)

### **Hiking, Backpacking, Scuba, Bicycling, Classic Cars, Running**

Rick Deutsch  
[MrHalfDome@gmail.com](mailto:MrHalfDome@gmail.com); 408-888-4752

### **Hospital and Nursing Environment**

Maureen Griswold  
[maureengriswold@sbcglobal.net](mailto:maureengriswold@sbcglobal.net)

### **Internal Medicine/Addiction Disorder/**

### **Psychology**

Dave Breithaupt  
[dlbmlb@comcast.net](mailto:dlbmlb@comcast.net)

### **Library Science**

Molly Westmoreland  
[mulcarend@hotmail.com](mailto:mulcarend@hotmail.com)

### **Marketing and Management**

Suzy Paluzzi, MBA  
[jomarch06@yahoo.com](mailto:jomarch06@yahoo.com)

### **Mathematics: Teaching and History; Fibonacci Sequence**

Marjorie Johnson  
[marjohnson89@earthlink.net](mailto:marjohnson89@earthlink.net)

### **Real Estate, Horses, Remodeling,**

### **Southwest History**

Reed Stevens  
[reedstevens@earthlink.net](mailto:reedstevens@earthlink.net); 408-374-1591

### **Profile Writing**

Susan Mueller  
[susan\\_mueller@yahoo.com](mailto:susan_mueller@yahoo.com)

### **Teaching and the Arts**

Betty Auchard  
[Btauchard@aol.com](mailto:Btauchard@aol.com)

### **Television Production**

Woody Horn  
408-266-7040

### **Thanatologist: Counseling for Death, Dying, and Bereavement**

Susan Salluce  
[susansalluce@yahoo.com](mailto:susansalluce@yahoo.com)

I am an expert, too . . . Contact [newsletter@southbaywriters.com](mailto:newsletter@southbaywriters.com) to see your name and email address here.

## Ongoing Critique Groups

### **The Arm Wavers**

Meets downtown San Jose on Wednesdays  
Contact: Georgia Platts — [gplatts@comcast.net](mailto:gplatts@comcast.net)  
Closed to new members at this time

### **Writers' Salon**

Meets in Santa Clara  
Contact: Edie Matthews — [edie333@sbcglobal.net](mailto:edie333@sbcglobal.net)  
Closed to new members at this time

### **Le Boulanger Writers**

Meets at Le Boulanger  
Pruneyard Shopping Center, Campbell  
Contact: Karen Hartley — [Sew1Machin@aol.com](mailto:Sew1Machin@aol.com)  
All genres; open to all

### **Northpoint Critique Group**

Meets in Cupertino  
Contact: Valerie Whong — [valeriewhong@att.net](mailto:valeriewhong@att.net)  
Closed to new members at this time

### **Our Voices**

Meets in Santa Clara  
Meets every other Tuesday  
7:15 p.m. to 9:30 p.m.  
Genres: Fiction, nontechnical nonfiction, memoir  
Contact: Dave LaRoche — [dalaroche@comcast.net](mailto:dalaroche@comcast.net)

### **Valley Writers**

Meets: Valley Village Retirement Center, Santa Clara  
Mondays 2:00 p.m. to 4:00 p.m.  
Contact: Marjorie Johnson — [marjohnson89@earthlink.net](mailto:marjohnson89@earthlink.net)  
All genres; open to all

## CWC Around the Bay

These are the published meeting times and locations for the other CWC branches in the greater San Francisco Bay Area. If you're thinking about attending one of their meetings, be sure to check the website first for details.

**Berkeley:** Meetings are held on the third Sunday of each month, except for July and August, at 1:30 at the Oakland Public Library Main Branch. [cwc-berkeley.com](http://cwc-berkeley.com)

**Central Coast:** Meets on the third Tuesday of each month except December at the Casa Munras Hotel, 700 Munras Avenue, Monterey. The dinner hour begins at 5:30 p.m. and the program begins at 7 p.m. [centralcoastwriters.org](http://centralcoastwriters.org)

**Fremont:** Meets (except in July, December, and on holiday weekends) from 2-4 p.m. on the fourth Saturday of the month at DeVry University, 6600 Dumbarton Circle, Room 204, Fremont. Contact: Richard Scott, [riks-cott@yahoo.com](mailto:riks-cott@yahoo.com); (510) 791-8639

**Marin:** Meets on the fourth Sunday of every month at 2 p.m. at Book Passage in Corte Madera. [cwcmarinwriters.com](http://cwcmarinwriters.com)

**Mount Diablo:** Meets second Saturday of each month, except July and August, at 11:30 a.m. at the Hungry Hunter Restaurant, 3201 Mount Diablo Boulevard, Lafayette (corner of Pleasant Hill Road and Highway 24). [mtdiablowriters.org](http://mtdiablowriters.org)

**Redwood:** Meetings are held on the first Sunday of the month (except for holiday weekends), from 3-5 p.m. at Copperfield's Books, 2316 Montgomery Dr., Santa Rosa. [redwoodwriters.org](http://redwoodwriters.org)

**Tri-Valley:** Meets the third Saturday of each month, except July and August, at 11:30 a.m. at the Oasis Grille, 780 Main Street, Pleasanton. [trivalleywriters.com](http://trivalleywriters.com)

**Sacramento:** Meets at 11:00 a.m. the third Saturday of every month, except July and August, at Luau Garden Chinese Buffet, 1890 Arden Way, Sacramento 95815. [sacramento-writers.org](http://sacramento-writers.org)

**San Francisco/Peninsula:** Meets on the third Saturday of each month from 10 a.m. to noon at the Belmont Library, 1110 Alameda De Las Pulgas, Belmont. [sfpeninsulawriters.com](http://sfpeninsulawriters.com)

## Stay Informed!

Sign up for the SBW Email List to receive meeting and event announcements.  
[southbaywriters.com](http://southbaywriters.com)



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 7:30p Ooen mic Barnes&Noble Almaden, SJ	6
7	6 6:00p Regular Dinner Meet- ing, Outlook Inn Sunnyvale	9	10	11	12	13 10:30A Editors Powwow
14	15	16	17	18	19 7:30p Open mic Barnes&Noble Pruneyard, Campbel	20
21	22	23	24	25	26	27
28	29	30	31	<b>August 2011</b>		

#### Future Flashes

Sept 1-4 Writers' Sept 13 Regular Oct. 29 Coker  
Retreat Alamo Dinner Meeting Workshop

### BEWARE

**This issue of WritersTalk is your last if you haven't renewed for 2011-12 by August 20.**

Renew online at southbaywriters.com (use renewal button on right hand side of homepage) or send a \$45 check to CWC South Bay Writers, P O Box 3254, Santa Clara, CA 95055.

### Your ad could go here

\$7 per column inch for SBW members  
\$10 per inch for nonmembers

### South Bay Writers Open Mic

Read from your own work, from your favorite authors, or just come to listen. See calendar for schedule.

Contact Bill Baldwin  
(408) 730-9622 or email  
wabaldwin@aol.com

### South Bay Writers Anthology



\$10  
At the meeting.  
On the website.  
southbaywriters.com

### Poetry Readings

#### Poets@Play

Sunday August 21, 1 p.m.-4 p.m.  
Markham House History Park

1650 Senter Rd., San Jose

For more info, contact: Dennis Noren at  
norcamp@sbcglobal.net



### Poetry Readings

Willow Glen Library  
3rd Thursdays, 7:00 p.m.  
1157 Minnesota Ave., San Jose

Free and open to the public. August 18,  
2011, 7:00 p.m. Festured Reader TBA  
(408) 808-3045 or (408) 266-1361



**California Writers Club**  
South Bay Branch  
P.O. Box 3254  
Santa Clara, CA 95055  
[www.southbaywriters.com](http://www.southbaywriters.com)

## MAIL TO

Address Correction Requested

**Next Monthly Meeting**  
**Tuesday, August 9, 6:00 p.m.**

Lookout Inn  
605 Macara Avenue, Sunnyvale  
At the Sunnyvale Golf Course

**Tina Glasner**

Illustrator, writer, and editor

**“Interior Motives: Your Book  
as an Artistic Success”**

WritersTalk deadline is always  
the 15th of the month preced-  
ing the month of issue and is  
always listed on the calendar  
inside the back cover.

