



WRITERSTALK

Volume 19
Number 9
September 2011

Monthly Newsletter of the South Bay Writers Club™

SEPTEMBER SPEAKER

Valerie Estelle Frankel Literary Itinerary: 'Heroine's Journey' guideposts appear in most good tales

by Colin Seymour

If your novel has a protagonist--it does, doesn't it?--you ought to be aware of the concept of the hero's journey. That's pretty much where Valerie Estelle Frankel, our September 13 dinner speaker, will be taking us, and it just might change our conceptions about character arc.

The hero, after all, is the ultimate literary archetype, as these definitions from Webster's dictionary indicate:

HERO: A mythological or legendary figure often of divine descent endowed with great strength or ability . . . an illustrious warrior . . . a man admired for his achievements and qualities . . . one that shows great courage . . . the principal male character in a literary or dramatic work . . . the central figure in an event or period.

"Many are familiar with Joseph Campbell's theory of the hero's journey," Frankel said by way of pitching her workshops, "the idea that every man through myth and literature grows to adulthood while battling his dark alter-ego. This is the *Star Wars* or *Harry Potter* plot, a staple for fantasy, coming-of-age, and other genres."

Frankel has altered that definition in her new book, *From Girl to Goddess: The Heroine's Journey in Myth and Legend*, which, she says, "explores the classic heroine's journey step-by-step in ancient myths and modern fantasy, revealing the other epic journey."

"In tales as old as *1001 Nights* and *Cupid and Psyche*, heroines battle seductresses and witches to ascend to the role of mother-goddess."

Frankel, 31, a mythologist who has lectured in several college classrooms, including those at San Jose State, knew she was onto something when "I was sitting down trying to plot the perfect fantasy novel and what they all had in common, and there emerged the classic hero's journey . . . the magic sword passed down from the father, and the traitor, . . . and nobody had written about the women."

So she wove her book around the hero's journey, and in her version these are the milestones we should consider for our own heroes' journeys:

Call to Adventure; Refusal of the Call; Mentor and Talisman; Crossing the Threshold; Sidekicks, Trials, Adversaries; Wedding the Animus; Confronting the Powerless Father; Defeating the Shadow; The Nadir of the World; Atonement with the Mother; Reward: Winning the Family; The Magic Flight Return; Power Over Life and Death; Ascension of the New Mother.



AUGUST RECAP

Tina Glasner: Interior Designer — of Books, That Is.

by Carolyn Donnell

Tina Glasner was introduced by Colin Seymour, who called her an interior designer of books. Tina responded by saying that she is "an editor, a writer and an illustrator — definitely a split personality."

Her latest endeavor, *Lopsided Laughs*, was coauthored with Rick Duncan — her illustrations to his poems.

Tina stresses the importance of the appearance of the book, internally as well as externally. Not only the cover or dust jacket and illustrations, but also fonts, margins, and even the paper type and quality impact the reader's enjoyment. All can influence the decision to buy the book or pass it up. Publishing on demand can have a per page charge, so authors will sometimes cheat by stretching into the margins or reducing the font to squeeze more into a single page, but saving a little money at the expense of the visual impact is self-defeating in the end.

Proofing is also critical for the visual aspects of a book. The word "Laughs" was misspelled on the spine of *Lopsided Laughs* (spelled "Laughes.") Because vertical lettering doesn't register in the brain as readily as horizontal, the goof was missed by Tina, a friend, and even Author House, the publisher. Tina recommends proofing any spine lettering ten times over.

An author has a say in formatting decisions these days, with the advent of e-publishing. Tina says your name is on the book, so you need to watch over it.

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President's Challenge

by Bill Baldwin
President, South Bay Writers

I joined South Bay Writers about 1997. We were meeting at Mariani's in Santa Clara: nice tablecloths, tableware, and meals. We had to RSVP and specify an entrée the day before the meeting. We had, at most, twenty-five attendees at our meetings.

Some time during my first year I found myself awake at three in the morning. I entered the President's Writing Challenge on a whim and won the prize—I think it was a free dinner. This led to my being interviewed by Tina Glasner for the newsletter, being asked to chair the Nominations Committee—and being elected branch president. That led to helping with the CWC Asilomar Conferences and becoming state CWC secretary.

So what? Well, I've left a few things out. I won the President's Writing Challenge because mine was the only entry. I was elected branch president because as nominating committee chair I couldn't find anyone willing to run, so it was suggested that I run myself.

Again—"So what?"

So—South Bay Writers hasn't always been a big club with lots of events. I remember when we didn't meet over the summer, and when we never knew how many people would be attending if we did meet over the summer.

"So what?"

So—it's flattering to win a contest, and get elected to office, and so on—but I feel better when we have a lot of people volunteering to help out. That way we can support lots of good activities, and we all can learn more about "the art and business of writing." We do have extremely dedicated and talented people sustaining the club now. But we need more—we need you.

I invite you to share in the running of this club. We need all of you. We need folks to help organize workshops (volunteer!). We need people to help with publicity and PR (volunteer!). We need people to help with hospitality and networking; with retreats and conferences, with membership (insert that word volunteer a few more times!). We need you!

We're a friendly and informed bunch—you'll learn a lot from joining in to help, and you'll have fun at the same time. And what better way to make your ideas known, than to join with others in the running of the club? Get yourself known—it will build confidence (always useful!). Don't be afraid—we welcome your ideas and suggestions—and are willing to try them out.

And what's to lose? A few hours a month, developing ideas with other writers, learning more about writers and writing? Time well-spent, says I! This club has increased my confidence tremendously. It will boost yours too. Don't be afraid. Plunge in! "Come and get it!"

Sail on! WT



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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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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

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Guest Columns

Almost Anything Goes (300 words)

News Items

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

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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 per column inch. We will assist or insist with layout.

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Words from the Editor

by Marjorie Bicknell Johnson

Editor



You've come a long way, Baby.

The world of publishing is evolving at the speed of light. *WritersTalk* is typeset on a computer so that corrections and errors can be made faster than on an electric typewriter. While the sophisticated word processing program *InDesign* gives *WT* a more professional appearance, the program has certain mysteries, such as disappearing guidelines and PDF files that are emailed in the company of a "ghost" UNIX document (more appropriate for the October issue). However, *WT* travels through the ether with the click of a mouse and appears in your (snail) mailboxes in three to five days.

In the past, type was set by arranging individual lead characters in trays, and authors were mailed a galley copy for their corrections. A friend and I once spent ten hours proofreading a list of the first 571 Fibonacci numbers; we used rulers to stay on the lines, followed the digits with a finger, and took turns reading numbers aloud. While the sequence 1, 1, 2, 3, 5, 8, 13, ... begins innocently enough, Fibonacci number 571 has 119 digits, the maximum that an IBM mainframe could crank out in 1961. Imagine our dismay when the author of the paper, a beloved math professor at San Jose State, found errors when the list appeared in the October 1962 issue of *Recreational Mathematics*. It turned out that the printer's apprentice had dropped the tray of lead characters.

These days, writers may not have to worry about the type being dropped, but they are responsible for formatting their books, as well as marketing and distributing them. Many of us are not comfortable with these new developments. *WT* will endeavor to bring you publishing and marketing news along with giving you an avenue of publication. We all need "clips" as we build our platforms. In addition, we need the satisfaction of seeing our work in print. After all, writers need readers. But writers need to learn the business of marketing, too.

While we want to publish your creative works, fiction should not exceed 1500 words. Longer pieces need to be run in parts, but the effectiveness of many stories is destroyed when the reader waits a month or two between beginning and end. (Unless your name is Mark Twain, of course.) The editor must do the math. Two hundred members are eligible to contribute to a sixteen-page publication, of which many pages have dedicated usage. The editor prefers shorter pieces to allow more writers a place in the sun.

This issue features poetry and Haiku and publishing announcements. The October issue will feature fiction, with preference given to ghost, ghouls, and goblins in honor of Hallowe'en.

Several SBW members sent notes requesting contests. SBW will sponsor one in conjunction with the next East of Eden Conference. Until then, you may enter the "WT Challenge," and Carolyn Donnell's "Contest Corner" keeps you abreast of local competitions.

Keep sending your comments and suggestions about *WritersTalk*. We need to hear from you to learn what goes well and what needs improvement. **WT**

An invitation

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

Call for fiction

Submit your short fiction for the October issue of *WritersTalk*. Send out all those ghosts, goblins, and ghouls to haunt our pages.

Cherish a rare talent: your ability to write

by Rik Scott

As a blogger, I feel it is a bit of a duty to read and comment on other blogs. This I do, if not as often and with as much wit and wisdom, as I'd like. Over the past few days I've read several posts about the downside of writing.

As a writer, believe me, I am no stranger to depression. In fact, I'd say, show me a writer who isn't brother or sister to depression, and I'll show you a writer who lives in the clouds.

The row we've chosen to hoe is not an easy one. There are few milestones we can look at with pride, and say, "I did that!" There is no end to disappointment, discouragement, and the ceaseless self-chatter of "idiot!", "imbecile!" and the like to liven our days.

On the other hand, we have something that few others have. We have the ability to form words into coherent sentences. We know how to turn thoughts into stories. We know how to describe, not only the depression we feel, but the joy that often follows it. We are walkers, hand in hand, with emotions. We live with ups, downs, and sideways... and we know how to communicate feelings.

A good many people out there cannot say why they feel a certain way. They may be able to act out, strike out, argue, yell, but can they explain in lucid terms what it is like to live through the ups and downs of daily life?

You, on the other hand, live for plot, for character, for description, and for the written life that holds the "lived" life in its cradle.

You are the one who chronicles the now for the future. You are the one who experiences, discovers, and explains for posterity. You are the one who creates the passport for the non-writer to escape a life of boredom, frustration and misery. It is through your eyes, your ears, your mind and imagination that some one else is transported to another world, another time, or into another mind and body.

You have a great gift to give, writer. No. Let me say it another way.

You ARE the gift.

WT



Robert Garfinkle gives Ina Coolbrith Award to Kelly Harrison

Photo by Meredy Amyx



Robert Garfinkle gives Richard Amyx the Jack London plaque. Dick stands next to the original woodcut for the CWC logo. Note that the photograph is not reversed; the woodcut would be used to make a stamp or printing plate.

Photo by Meredy Amyx

CWC honors Dick Amyx and Kelly Harrison

Recognizing South Bay Contributors

by Dave LaRoche

Not frequently enough do we formally recognize the contributions some members put into our club on behalf of the rest of us. But occasionally we do, and at the July 31 California Writers Club Central Board meeting, two South Bay members were honored with a ceremony and luncheon at the Oakland Airport Holiday Inn.

Dick Amyx received the Jack London Award from California Writers Club president Robert Garfinkle. The award is given every other year to a member whose service to his or her branch is deemed outstanding, and Dick earned it by leading the SBW Anthology Team, producing *Who Are Our Friends?*, the first collected works of South Bay Branch members. He served as the managing editor of *WritersTalk* for three years and administered the newsletter's semi-annual contest. Dick also served on the SBW Board of Directors for three years and was a member of the 2010 East of Eden conference team.

Kelly Harrison was pulled into the limelight and recognized for her work for the club statewide after organizing, selecting content for, and publishing the *West Winds Centennial*, an anthology of members' work from all branches. Bob presented Kelly the Ina Coolbrith Award, the most prestigious and least-given award the California Writers Club has to offer, bestowed upon only a dozen members over the course of the club's history. A California-wide anthology has been published only five times; the first *West Winds* was published in 1914.

Congratulations to both. May they bask for a moment, as their contributions to our club are noticed and remembered; and may the gratification of work well done remain pleasantly with them.

Jack London Awardees:



The 14 Jack London awardees, left to right. Back row: Tanya Egan Gibson, David George, Harold Grice, Ray Malus, David Baker; Middle row: Margie Yee Webb, Sharon Herdina, Dana Martin, Dick Amyx, Ann Foster; Front row: Lani Longshore, Myrla Raymundo, Carol Warren, Kathryn Atkins.
Camera-shy: Linda McCabe. Photograph taken by Mередy Amyx.

Accolades

by Jackie Mutz

A few years ago during a WT meeting the idea of the Accolades column was born. What has emerged is a column about you, the South Bay writer. It is a place where you can post your achievements concerning anything having to do with the craft of writing. Members use this venue frequently, emailing accolades@southbaywriters.com about a novel or short story completion, publications, speaking engagements, and contest awards, anything having to do with writing. We want to hear from you.

There is something magical about seeing your fellow writer's writing accomplishment in *WT*, an "aha" moment: If he/she can do this, then so can I. For an example:

Cathy Robbins has received four pre/reviews for her forthcoming book *All Indians Do Not Live in Teepees (or Casinos)*, Bison Books, 2011. Publishers Weekly said, "It effortlessly depicts politics, culture, and pride; as a first book it is a marvel." An editor at Library Journal included it in a list of what she described as an "invigorating bunch" of fall titles that "will invigorate, inspire and enrich general readers." Kirkus Reviews gave it a full review, saying: "A solid, insightful overview of the way American Indians live now." Publishers Weekly included the book in its fall list. Check out her new book at her website www.cathyrobbins.com. The site is one of many made possible for Authors Guild members.

WT

Jack London Awardees

Jack London Awardees listed with their branches of California Writers Club:

Richard Amyx, South Bay; Kathryn Atkins, Long Beach; David Baker, Berkeley; Ann Foster, SF/Peninsula; David George, Mt. Diablo; Tanya Egan Gibson, Marin; Harold Grice, Central Coast; Sharon Herdina, Inland Empire; Lani Longshore, Tri-Valley; Ray Malus, San Fernando Valley; Dana Martin, Writers of Kern; Linda McCabe, Redwood; Myrla Raymundo, Fremont; Carol Warren, High Desert; Margie Yee Webb, Sacramento (dual, SBW). WT

View from the Board

by S. Halloran

Eight of us – president Bill Baldwin, vice-president Colin Seymour, treasurer Richard Burns, secretary Sylvia Halloran, webmaster Rik Scott, membership chair and new *WritersTalk* editor Marjorie Johnson, Members-at-large Dick Amyx and Andrea Galvacs – met in San Jose on Tuesday night, August 2.

Main topics for the evening were:

Congratulations to Dick Amyx for receiving the Jack London Award for service to the branch.

Need for additional interest and involvement of members.

Creation of a website page available to published SBW members for linking to author sites and booksellers.

The probable cancellation of East of Eden 2012 due to lack of leadership and the poor economy.

Passed motions included approval of 7/12/2011 minutes (Johnson/Burns) and approval to share names of published SWB writers for CWC website Author's Page (Seymour/Galvacs).

South Bay Writers can anticipate a wonderful slate of speakers at upcoming meetings and workshops. Club commitment to an expensive retreat with meager preregistration provides a lesson in the economic realities and desires of members. Regrettably, the East of Eden Conference for September 2012 is unlikely to go forward in such a climate. **WT**

Creative writing workshop series set

Monday nights, Mountain View/Los Altos Adult Education:

Join us as we review the basics through writing exercises and projects. Simple poetic forms and easy short-story structures will guide your writing now and inspire future works. Instructor: Sylvia Halloran is an award-winning essayist, poet and short story writer with a passion for the power of words.

Mondays, 9/12-12/12, 14 wks, 7:00-9:00PM, AEC/211. \$95

Publishing Pathways chairman responds to many questions

by Nancy Curteman,
Fremont Branch

As chairperson of the Publishing Pathways Committee I have received a lot of questions about its purpose, role, and benefits to CWC members. So, here are my responses.

The sole purpose of Publishing Pathways is to support California Writers Club members in their efforts to publish their writing. Publishing Pathways was the brainchild of Dave LaRoche. CWC-NorCal embraced his plan to create a committee to implement his project. With the first meeting on May 27, 2010, the Publishing Pathways Committee was born.

The committee has created several support resources:

- Our website, maintained by a web team, is a primary source for up-to-date information about publishing.
- An Expert Speakers' list of people who have had personal experience in the publishing process.
- A Skills Bank consisting of individuals with expertise in adjunct aspects of publishing such as: creating platforms, marketing, query letter writing

The Publishing Pathways Committee has a team of trained mentors whom branch members can consult about publishing. Most branches have from one to five mentors on our team.

The Publishing Pathways mentors guide and encourage branch members who want to work through the maze of available publishing options. They provide information about publishing options, marketing, branding and platform building. Mentors do not join in the writing process, review, critique or edit writing pieces.

If I don't know much about publishing, could I still become a mentor? Absolutely. We would love to have you join our growing team. Just let your branch president know you would like to be a Publishing Pathways mentor. Your president will submit your name to the committee. We will provide you with a handbook and a video of our recent mentor orientation.

In addition, we will provide support and up-to-date information on various publishing options through a couple of mentor meetings a year, frequent e-mails, and various networking opportunities with other mentors.

What should I do if I have more questions? Ask your branch mentor. If you do not have a branch mentor, e-mail your questions to me: nancycurteman@yahoo.com

Ed. note:

South Bay mentors are Nina Amir, David Breithaupt, Graham Flower, and Sylvia Halloran. **WT**

Letter to the Editor (email) A challenge to members to put CWC IN THE SPOTLIGHT

Get rich. Get famous. Get us in the news. Perhaps I exaggerate. However, a contest and a cause have come up that could help us publicize the California Writers Club while opening doors for our members.

The first-ever Ladies Home Journal Personal Essay Contest has a call out for first-person narratives of personal growth "interpreted as broadly as you like." You could win \$3000. See yourself published in LHMJ and mention if there is an accompanying bio that you belong to the CWC. To read official rules and enter, visit LHMJ.com/essaycontest.

For a chance to return a favor to one of our earliest guiding lights, consider getting something published in support of saving Jack London State Park, site of his Cottage, Wolf House ruins, museum and grave. California has put this wonderful place on the list of 70 state parks scheduled for permanent closure. Champion it in an article, a column, a blog, a letter to the editor. Let's aim for at least 100 "publishes" and please let us know what you manage to have published or posted.

Good luck and sail on!

Donna McCrohan Rosenthal,
PR chair, California Writers Club
Jpr@calwriters.org

Editorial comment: Check out the CWC website <http://calwriters.org> for much good information. **WT**

Authors panel pushes bookstore gatherings

by Carolyn Donnell



Left to right: Martha Engber*, Greg Archer, June Chen*, John K. Waters, Betty Auchard*, Robert Balmanno*, Audry Lynch*, Tim Fitzgerald. (* denotes SBW members.) Photo: Carolyn Donnell

Several South Bay Writers Club members participated in a panel of eight local authors June 25 at Barnes & Noble in San Jose. Genres included fiction, self-help, fitness, sci-fi, biography and memoirs.

Martha Engber: *Growing Characters from the Ground Up*. www.marthaengber.com
Greg Archer (with Dr. Maria Rago): *Shut Up Skinny Bitches*. www.gregarcher.com
June Chen: *Seeing The Light*, a coming of age story. No website yet.
John K. Waters: *The Everything Guide to Social Media*. www.watersworks.com
Betty Auchard: *Home for the Friendless*, a memoir. www.bettyauchard.com
Robert Balmanno: *Runes of Iona*, Sci-Fi. www.RobertBalmanno.com
Audry Lynch: *Steinbeck Remembered*, interviews from the California years.
Timothy Fitzgerald: *Wawona Brotherhood*, a memoir. www.timfitzgerald.org

Editor's note: This is an example of how some authors are promoting their books. While it is difficult to schedule a book signing, Barnes & Noble does let authors set up an event where arrangements can be made to sell their books. **WT**

From Sex to Senility

Mt. Diablo Branch, California Writers Club, announces that their September Speaker, Victoria Zacheim, M.A., will present "From Sex to Senility: In Anthologies, Anything Goes!"

Ms. Zacheim will share her expertise on how short story writers can be published in anthologies. She is the author of the novel, *The Bone Weaver*, and has edited five anthologies, which include some noted writers such as Jane Smiley and Malachy McCourt. She teaches creative non-fiction in the UCLA Writers Program.

Mt. Diablo Branch will meet Saturday, September 10 at 11:30 A.M. for a buffet luncheon, program following, at Zio Fraedo's Restaurant, 611 Gregory Lane, Pleasant Hill, CA. \$20 for CWC members, \$25 for guests. Reservations required, and must be received no later than noon on Wednesday, September 7. Contact Jean Georgakopoulos at jeaniegpops@comcast.net, or (925) 934-5677. Expect confirmation only if you e-mail your reservation. **WT**

A Dozen Do's: Freelance Writing

by Suzy Paluzzi, M.B.A.

I have owned my freelance writing business for almost five years and wanted to share some marketing and management tips.

1. Create a private space in which to do your work. Make sure you will be uninterrupted. I cannot emphasize this enough.
2. Obtain a business license from your local city office. This gives you credibility and legally allows you to deduct expenses on your taxes.
3. Get business cards. Vistaprint offers appealing designs for only the cost of mailing.
4. Establish a business plan and an accounting system. If you don't know how, get help. (Contact me at jo-march06@yahoo.com)
5. Decide whether you will have a policy to trade your service, as an alternative to charging for it, because in this economy, many businesspeople take that approach.
6. Know your limits. Space out the length of projects so you can give each one your best effort. Refer to experts if a certain skill, such as editing, is not your forte.
7. Define your market. Are you a journalist? A blogger for income?
8. Do business with a written agreement, contract or proposal. Include terms that benefit both you and your client, but keep it straightforward and self-protective. A written vehicle clarifies the project and is professional.
9. Compare your fee to the current market and adjust accordingly. It is wise to periodically offer incentives to entice new clients to try your service.
10. Network, network, network. Learn how to use social media. Join networking groups like BNI or eWomen.
11. Commit yourself to a full schedule; owning a business is demanding
12. Take time off. Decide ahead of time how many hours you can work daily so you don't burn out. Stick to that plan. **WT**

Valerie Estelle Frankel

Continued from page 1

You may feel resistant to the hero or heroine angle. Those terms have been attached to athletes and other performers so much in recent years that they have become more caricature than character. Toons abound. There's even a documentary about urban do-gooders and vigilantes that bills them as "Superheroes."

But Frankel doesn't dwell on the simple-minded stuff. "The modern hero has moved beyond that," she says, with Odysseus making way for, say, Joyce's Stephen Dedalus, "more about thinking and introspection, not just the big, brawling Hercules sort."

Maybe you've been scoping the hero's journey trailheads more than you know.

"J.K. Rowling (the Harry Potter author) has never said she was deliberately following the Campbell model," Frankel notes, "but inadvertently she has put her characters through a hero's journey." Frankel is also likely to discuss where works such as *Coraline*, *The Chronicles of Narnia*, and *The Wizard of Oz* apply.

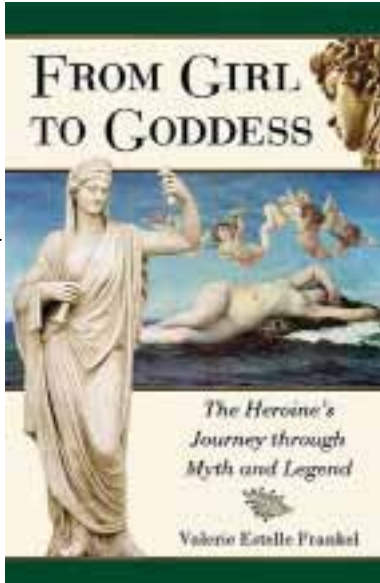
But it is not fantasy-specific.

"Every culture has the heroine's journey," Frankel says. "I found a *Rapunzel* story in Tahiti. I was finding the same stories all over."

Some of these are old enough that they were not contaminated by European culture, she says. Nevertheless, "the most popular story in the world is *Cinderella*, if we define Cinderella as Poor Picked-on Kid Becomes the Best of Them All. It's not just because others have heard the story. The main reason is, everyone wants to hear that story.

"And of course that's Harry Potter. Poor kid forced to sleep in a closet becomes the wizard. He's the chosen one."

Indeed. Chosen by millions. WT



Tina Glasner

Continued from page 1

Initial negotiations with your contracted agency are the key. You may want to do all your own illustrations and/or design or collaborate with others. You can get ideas by examining other books at libraries and bookstores. Graphics sources include personal drawings, clip art, open source Internet, or items copied with owner permission.

Tina read some of the poems from *Lopsided Laughs* and took us through her journey to find the appropriate illustrations. She has cartoons and sketches in many publications. One most meaningful to South Bay Writers is her sketch (below) of our own Edie Matthews.

The talk ended with some questions about e-book considerations. (See our October workshop if you are interested in this subject) and the differences between self-publishing and co-publishing.

You can read more about Tina at her website, dreadedmomlady.com.

For the caption contest, members spoke their ideas aloud or emailed them to Tina. She decided to give a prize to four people: Kathy Robbins, Jill Pipkin, Valerie Frankel, and Frank Johnson. WT



Tina Glasner's sketch of Edie Matthews

Tina Glasner's Caption Contest



"Pen and pencil, how quaint."

"I'm going to keep on writing until the flower dies."

"I had a thought. Think. Think. Think. What was it?"

"Ode to an ink stain."

Sign up for the Mark Coker Workshop Today

Growing CWC branches

by Geri Spieler, SFP Branch

If there is one thing all CWC branches can agree on, it's the need to increase membership and grow our individual clubs. Growing our clubs is an ongoing struggle. Most have never found the secret sauce to make it happen which is why you are getting this little note from your NorCal board.

We are looking for ideas from your branch to contribute to a future spring conference, and your particular ideas related to how to grow our branches are most welcome.

Please send them to me, Geri Spieler; gspieler@gmail.com

SOUTH BAY WRITERS™ 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

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CWC members: \$55

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

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Register and pay by credit card (Paypal) at www.southbaywriters.com

Mail in this portion to: SBW Workshops, PO Box 3254, Santa Clara, CA 95055.

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Name: _____ CWC branch (if applicable) _____

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Terse on Verse

by Pat Bustamante

Haiku Just For You

Overcome the blows of rejection; write something just for yourself. Haiku being that short measured form of poetry, which is challenging and rewarding, it just might bind up your wounds. If you go online for the definition of Haiku, you will find several forms. My haiku preference: first line, 5 syllables (no more, no less); second line, 7 syllables; third (last) line, 5 syllables.

Now why did women once prefer to wear corsets? (Their resulting shape?) Haiku can be a corset; you shape an image. Traditionally, that image has to do with lovely scenery and/or deep thoughts. Who can forget the waterfalls in Yosemite Park, or the first time you see a perfect mountain, pyramid-shaped, like Mount Shasta, or Japan's Fujiyama?

My mountain in mind
Is forever my delight,
Not mortal. Just is.

Pride is the rainbow:
Reality makes the storm.
Words wrap my conceits.

I question you, reed:
Why whisper into silence?
Wind's words are louder.

A century or two ago authors such as Rudyard Kipling began each chapter with a verse. You might try haiku in your novel as did San Francisco author John Lescroart:

Haikus can be easy
But sometimes they don't make sense
Refrigerator.

– John Lescroart, *A Plague of Secrets*



Sept-Ants

Getting antsy for an answer,
Sent that opus long ago.
Thought it good, a true entrancer.
Why the delay in telling me so?
– Pat Bustamante

September 11, 2001

Are your loved ones O.K.?
On this gruesome day
That's the question we ask
As we face the task
Of clearing the debris
That could herald World War III.
The echoes resound
As the buildings tumble to the ground
Have you seen this person around?
Have you seen my daughter, my
brother, my wife?
Or have we lost another life?
People hurtled from windows in terror
The images are imprinted forever.
– Susan Paluzzi

Three Haikus

Thinnest faint crescent
High above three windblown pines.
Afterglow of love.
– Steve Wetlesen

Wisteria blooms
Suddenly blow in my face
As I hear pine winds.
– Steve Wetlesen

Pink cherry blossoms
swirl around my library.
How I yearn for love!
– Steve Wetlesen

Homeless Haiku

"Singel" [sic] Father" –
Handwritten brown cardboard sign.
Cold Spring street corner.
– Steve Wetlesen

Haiku for An Elegant Godly Lady

Godliness and class kiss
one warm annual Sabbath –
holy ballet rose.
– Steve Wetlesen

To Mary Travers

Mary, with the crystal voice,
You sang beside two bearded young men, strumming along.
Dedication, talent, a bit of luck, a time in history,
And three young folks became *Peter, Paul, and Mary*.
Your songs were intricate or simple, a balanced blend,
Your finely-tuned alto finding its place
Where needed within the trio's vivid harmony
And slick, rhythmic guitar work.
I still see your long platinum hair,
Waterfall straight on ballads,
Splashing and flashing on upbeat songs,
Whether in harmony, melody, humming,
Or tacitly timing your vocal entrance,
I hear easy perfection.
Look! Vintage black-and-white clips on TV.
That Martin Luther "I Have a Dream" day,
King's entourage, milling on the stage.
You are part of it. I listen for you.
It is 1963, the Lincoln Memorial,
You three belting out "If I Had a Hammer."
Mostly, I hear hope,
The feeling that our lives on Earth can be pretty terrific
And will get even better if we try.
Thank you for the little spark you lit in us, in me,
A vital something extra that still pulses in my blood
When I lower needle to vinyl and hear you singing.

– Richard A. Burns

Hometown

Scio, Oregon is not what it was when I was a girl.
The town has lost its face to new buildings
That sit, winsomeless hulks with
Poker faces and no souls.

Even the General Store has been subdivided,
Refaçaded and denuded of its crappy charm.
All that shows of the old are the board floors.
No more pot-belled stove and antique displays.

The D&J Drive-In, where geezers ambled in
To brag about hunting and fishing glories
Torn from tick-ridden woods and cold waters,
Is now a Mexican Restaurant.

At the D&J, they talked about their kids, but not their wives,
Because any wisecrack might get back home before they did.
So they sipped their coffee and rambled.
Now, where does the town get its stories?

The lonely sheriff's deputy, who once shot himself in the foot,
Protected the locals from criminals like the kids who
Put a chicken in the post office mail slot.
Does a better officer fight those fearsome battles now?

I wonder if the Mennonite boys in their late teens
Still go wild with joy and drive hot cars down Highway 226 to Albany?
And after a couple of years, do they still marry nice Mennonite girls,
Become stalwart men of the church, and wear beards with no moustaches?

On the edge of town, do the farm dogs raise their hill-echoing warnings,
Declaring fearful death to any intruder,
While friendlier cows sniffle along the fence,
Coming to see if you'll feed them?

I wonder if anyone on Hillside Way above town goes out at night
To watch the sunset deepen over the treetops in the valley,
And listen to the hum of cars miles away on the freeway,
Hidden by the trees that dress up the world?

And do girls like me still stare at the purpling sky until the stars come,
Wondering what is out there beyond the present?
Do they grow up longing for towns that have kept their faces?
Do they yearn for a place to go home to?

— K. O. Llewellyn

Sweetness Needs a Sweetener

If there are no sweeteners, you have no sweetness
The way to have anything sweet, you need goodness
Goodness is not the only sweetener, can be another
Pick the right ones for mom, dad, sister and brother

Another way of sweet, one will say, you're so, sweet
What is the sweetener? You're nice, fine or just neat
Everything or body, needs sweetness at times. OK?
No one wants to see a sour-face, in any form or way

So, don't carry a sour anything around; keep, smiling
It's not awful being sweet, and there's no gender going
Why not, at least try, being sweet? Yes it's all right
However, it must be all right; all right with things in sight

Someone is sour. It takes a lot of sweetener, one said
That is to make, that sour sweet. One needs much aid

— Clarence L. Hammonds

Small Friend

Playmate in the way of work

by Jerry Mullenburg

I have a young friend named Mikey
whom I like a lot, but he can be very
frustrating at times.

Mikey likes to be in my office with me.
He sits on my desk and looks out the
window at the birds and squirrels in the
fig tree in front of my office window,
and gets excited when he sees them.
He is enthralled by my computer when
I am working on it. He tries to hit the
keys where my fingers are. (Any mis-
spellings or punctuation errors in this
piece are Mikey's fault!)

The most unusual thing about Mikey is
that he has one blue eye and one green
eye. Honest! When I was in the Air
Force, I knew a guy who had one blue
eye and one brown eye. He was always
making jokes about what he should put
down on the many forms we had to fill
out: Eye Color: blue or brown, or blue
and brown?

Mikey doesn't talk, but he does make
some interesting noises. He likes to play
and will often hide behind a door or
piece of furniture and then jump out
to try to catch you off guard. He nor-
mally plays on the patio at the rear of
our house, but sometimes he gets out in
front of the house and I'm afraid he'll
run into the street and get hit by a car.

He gets a good scolding when he does
this, but it doesn't seem to have much
effect. As soon as the front door or yard
gate is left open, he scoots out before
you can blink an eye. What a challenge
to keep up with him!

He also likes to sit on my lap when I
read, but he makes it difficult for me
to concentrate by pushing on the book,
or reaching around it as if there were
something to see on the other side of
the pages.

If I'm patient though, Mikey might go
to sleep after a while and I can read
to my heart's content. The problem is,
with his extra weight and the warmth
he generates when he's asleep, I tend to
go to sleep too. I don't get much read-
ing done then.

But all in all, Mikey's OK to have
around. For a cat, that is. **WT**

Reinventing Myself

by Betty Auchard

The first time I reinvented myself I was the new girl in the 10th grade after my family moved from Iowa to Colorado. I was a girl who made my own clothes and wore two braids that hung to my "buttocks." I had four girlfriends and we were all low profile. Not many people knew who we were. I didn't have a clue that other students referred to me as "that girl with long braids." I was the only person in Englewood High School who looked kinda old-timey.

Because of my homey clothes and long braids they assumed I was from a Mennonite community, though I wasn't. Eventually I felt a need to look modern and I wanted to cut my hair. After a weeklong discussion with my parents they broke down and gave permission, but only if I promised that I wouldn't change anything else about myself. I made a promise that I couldn't possibly keep and then almost broke a leg getting to the telephone to make an appointment at the beauty shop. Mom insisted on going with me to supervise the job.

I was thrilled but terrified. What if I didn't like looking modern? I sure couldn't glue the braids back on. After two hours of all kinds of snipping, washing, drying, and curling the transformation was complete. I looked in the mirror and couldn't stop staring. I felt so pretty that I assumed I must have looked pretty.

I floated out of the beauty shop and into a clothing shop where Mom let me buy a pleated skirt, Sloppy Joe sweater, cute penny loafers, and angora anklets. Before going to school the next day I dabbed a hint of color on my lips and caught the bus. I felt so happy and confident that I thought my pounding heart must have shown through my sweater. My friends liked the new look but no one else knew who I was. They had no idea I was that girl with long braids. They thought I had recently enrolled. A boy stopped me in the hall and said, "Hi there. I haven't seen you before. Are you new?"

I said, "Yeah, I think I am."

This change in appearance changed my life. I was no longer shy and trying to blend with the furniture. I dredged up some confidence and became active in high school for the remaining two years. High school was a good period in my life.

Now jump ahead 50 years. I had been widowed for two years and couldn't stop writing about it. The adjustment of being alone after almost 50 years of a good marriage was loaded with all kinds of stories that I felt I had to preserve. I knew that I'd better get used to being alone because things would never be the same again.

While thinking those pitiful thoughts I realized that being alone meant I could do anything I wanted without negotiation. It was a scary but liberating idea and I recalled the day I had my hair cut and I was just as scared but excited. I had no idea that my obsessive writing about the funny/sad experiences of widowhood would lead to a second reinvention of myself. But it did.

Writing steadily for 13 years has resulted in two books and has changed my life in more ways than I can mention. The work of writing is fun. The work of editing and revising is fun. The work of getting published is just plain hard work, and promoting and marketing is actually a necessary grind that can't last forever because it is so NOT fun.

I love meeting new people until it starts to be a job that I have to do. And once you publish a book it is the author's obligation to help market it.

Now I daydream about un-inventing myself. I would like to live a more private life. I'm tired of pretending that I can hear what people are saying even though I wear hearing aids. My children tell me that I laugh inappropriately. Heck. What I hear is sometimes funny, but apparently it's not. I look forward to working in the garden again and keeping the roses deadheaded. Now, they just die and the petals fall and dry up where they land.

I would like to read more books with no homework assignments. I long to take one of my grandchildren on a vacation without their parents.

I would like to sew again and start up my neighborhood watercolor group. We used to gather once a month in my kitchen where I taught watercolor lessons. I love teaching.

I would also enjoy flirting with gray-haired studs before I lose the desire to do so.

There are all kinds of things I really want to do while I still remember what year it is. At almost 81-years-of-age, I think about winding down. I don't know when to start but when the time comes, I guess I'll figure it out. **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. **WT**

From the editor's email

New Word:

Cellphonanism

Ray Malus, CWC San Fernando Branch, at cwc-sfv@roadrunner.com, has invented a new word and hopes to see it enter the public domain during his lifetime:

Cellphonanism: talking on your phone in public for the sole purpose of demonstrating your own importance.

Wanda Sue Parrot, Central Coast Branch, responded that it caused her to write a haiku, actually a senryu (three lines, syllable count 5-7-5):

talking in public
to show your own importance
cellphonanism
— Wanda Sue Parrot

Contest Corner

by Carolyn Donnell

New Writing Prompt Contest: The Center for Writing Excellence: October Fiction in Five Contest. 700 – 1,000 words, \$5 fee per entry. Deadline to enter: midnight, September 30. The contest runs October 3-7. Their email prompt will be sent Oct. 3. First prize, \$25 Amazon.com electronic gift card, tote bag, publication on the website and Fiction for Five Anthology. Second prize, \$15 Amazon.com electronic gift card and other above. Third and fourth prizes, canvas tote bag and publication as above. Honorable mention: publication in Anthology. All entrants: free subscription to monthly e-newsletter, *Excellent Writing*.

See details at janiewrites.com/writing-contests/a-fiction-in-five-rules/

More contests closing in September:

Winning Writers:

Tom Howard/John H. Reid Poetry Contest. Deadline: Sept. 30. See www.winningwriters.com/contests/tompoetry/tp_guidelines.php

Writer's Digest:

See www.writersdigest.com/competitions/writing-competitions
Your Story Competition: short story of 750 words or less from a prompt; publication in *Writer's Digest*. Also Science Fiction, Thriller and Young Adult Fiction Competitions. Win over \$1,000 in cash and prizes and be featured in *Writer's Digest*.

Fault Zone: *Stepping Up to the Edge*, an anthology of short stories, will be published January 2012 by the San Francisco & Peninsula branch of the California Writers Club. You are encouraged to submit your short stories, 2500 words or less. Your piece should relate to the anthology's theme, "Stepping Up to the Edge." Interpret as you wish and have fun. Entry fee is \$15; first prize, \$300 and publication in *Fault Zone*; second prize, \$100; third prize, \$50. Deadline Sept. 30. Details at www.cwc-peninsula.org.

In any case: Remember — you have to enter to win. **WT**

Deadline Extended: Scariest

What was the scariest thing that ever happened to you?

Last month, the editor told you how she lay low as a train roared through a tunnel, its tracks less than three feet above her prone body. Now it's your turn.

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

Examining "scariness" will get you into shape for our Hallowe'en issue: send your ghosts, ghouls, and goblins, using regular rules of submission, by September 15. **WT**



D. Breithaupt as Cat-in-the-Hat
Photo by Carolyn Donnell

Costume Contest

Dress as your favorite literary character at our October (ir)regular meeting.

Prizes, Prizes, Prizes

Directory of Experts

Do you have specialized knowledge that might help a writer bring authentic detail to a scene? Send a message to newsletter@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

Astronomy, History of Astronomy

Bob Garfinkle
ragarf@earthlink.net

Banking

Pam Oliver-Lyons
polpap@prodigy.net

Character Development

ArLyne Diamond, Ph.D.
ArLyne@DiamondAssociates.net

Counseling

Dr. Audry L. Lynch
GLYNCH7003@sbcglobal.net

Engineering: Mechanical, Aero, Aerospace

Jerry Mulenburg
geraldmulenburg@sbcglobal.net

Growing Great Characters from the Ground Up

Martha Engber
marthaengber.com
marthaengber.blogspot.com

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

Rick Deutsch
MrHalfDome@gmail.com; 408-888-4752

Hospital and Nursing Environment

Maureen Griswold
maureengriswold@sbcglobal.net

Internal Medicine/Addiction Disorder/ Psychology

Dave Breithaupt
dlbmlb@comcast.net

Library Science

Molly Westmoreland
mulcarend@hotmail.com

Marketing and Management

Suzy Paluzzi, MBA
jomarch06@yahoo.com

Mathematics: Teaching and History; Fibonacci Sequence

Marjorie Johnson
marjohnson89@earthlink.net

Real Estate, Horses, Remodeling,

Southwest History

Reed Stevens
reedstevens@earthlink.net; 408-374-1591

Profile Writing

Susan Mueller
susan_mueller@yahoo.com

Teaching and the Arts

Betty Auchard
Btauchard@aol.com

Television Production

Woody Horn
408-266-7040

Thanatologist: Counseling for Death, Dying, and Bereavement

Susan Salluce
susansalluce@yahoo.com

Ongoing Critique Groups

The Arm Wavers

Meets downtown San Jose on Wednesdays
Contact: Georgia Platts – gplatts@comcast.net

Closed to new members at this time

Writers' Salon

Meets in Santa Clara
Contact: Edie Matthews – 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

All genres; open to all

Northpoint Critique Group

Meets in Cupertino
Contact: Valerie Whong – 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

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
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

Central Coast: Meets on the third Tuesday of each month except December at the Bay Park Hotel, 1425 Munras Avenue, Monterey. The dinner hour begins at 5:30 p.m. and the program begins at 7 p.m.
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 at rikscott@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

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

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

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

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.
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

Stay Informed!

Sign up for the SBW Email List to receive meeting and event announcements.
southbaywriters.com

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
September 2011				1 Alamo Retreat thru Sunday	2 Alamo Retreat 7:30P Open mic Barnes & Noble Almaden, San Jose	3 Alamo Retreat
4 Alamo Retreat	5	6	7	8	9	10 10:30A Editors Powwow
11	12	13 6:00P Regular Dinner Meeting, Outlook Inn Sunnyvale	14	15 Deadline <i>WritersTalk</i>	16 7:30P Open mic Barnes & Noble Pruneyard, Campbell	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
Future Flashes						
Oct. 11 Reg. Dinner Meeting	Oct 11 L I T E R A R Y C O S T U M E C O N T E S T	Oct. 29 Coker Workshop: ebook revolution				

**Reserved
for
you**

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

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. September 15, 2011, 7:00 p.m. Featured Reader TBA
(408) 808-3045 or (408) 266-1361

Your ad could go here
\$7 per column inch for SBW
members
\$10 per inch for nonmembers



California Writers Club
South Bay Branch
P.O. Box 3254
Santa Clara, CA 95055
www.southbaywriters.com

MAIL TO

Address Correction Requested

Next Monthly Meeting
Tuesday, September 13, 6:00 p.m.

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

Valerie Estelle Frankel
Mythologist and writer

**“Literary Itinerary:
The Heroine’s Journey”**

WritersTalk deadline is always
the 15th of the month.

