

The Writer's Life

The Newsletter of the San Diego Writers/Editors Guild



Going to the library is like taking your brain to the gym . . . author unknown

www.sdwritersguild.org

December 2012



December Meeting, the Holiday Party: Join the Celebration!

This year's holiday party will include the unveiling and celebration of the first anthology of submissions by SDW/EG members. Works of more than thirty members were included in the publication – a variety of material from poems to personal stories, fiction and non-fiction. Copies of *The Guilded Pen* will be on sale for \$15.00 per copy.

A raffle for one free volume of *The Guilded Pen* will be held, plus additional prizes of copies of members' published work donated by the author. If you would like to donate a book, bring it to the party. Favors for members will be under the Christmas tree. Repeating past festivities, party-goers are invited to bring their favorite hors d'oeuvre, dessert, or holiday snack.

Preparations and set-up will begin at 6:30 PM: help is welcome. The party begins at 7:00 P.M.

See you there!

Indexing . . . by Catherine A. Barr

Although traditionally found at the back of books, indexes can be used for newspapers, magazines, manuals, catalogs, meeting minutes, websites, and ebooks – that is, anywhere that information needs to be obtained through an orderly and logical presentation of access points. To answer some common questions: An Indexer does read every word, a 'Search' does not replace a properly indexed text, and a concordance is not the same as an index.

Indexers can be salaried employees or freelancers. Many have taken one of the training courses available from the American Society for Indexing (ASI), UC Berkeley, the USDA, or private individuals. Even though the index cards and shoe box system still works, professional indexers use one of three available indexing software programs: Macrex, Cindex, or SKY.

There are eight professional indexing organizations worldwide. Founded in 1968 ASI is the only group representing professional indexers in the U.S. If you are interested in obtaining the services of an indexer, the ASI website [www.asindexing.org] is a good place to start looking for a specialist in your field. In our ever-expanding information age, it is becoming ever-more important that data is >>>

The Prez Sez . . .

2012 has been a productive year for the Guild and its Board of Directors. SDW/EG maintained a membership of ~ 100 members. We had many memorable speakers and programs. A year-long endeavor, the anthology has been published, helping fulfill our mission of supporting members' writing. A member survey was completed, giving the board an over-all view of members' activities and interests. Three manuscripts were submitted and reviewed by the Manuscript Review Committee. New members are sent a Welcome letter. The web site continues to give the community information about SDW/EG, as evidenced by our frequent guests. Officers for 2013 continue, with Marcia Buompensiero as the new Treasurer. The revised by-laws are ready for review at the next Board of Directors meeting. Looking forward to a wonderful 2013.

Ruth Leyse-Wallace, President

Indexing, cont.

organized in a way that people can access it regardless of their cultural and educational background. Remember: if your audience can't find the information they want, it might as well not be there.

The next meeting will be December 17, 2012; 7:00 - 8:30 PM

(Party set-up 6:30 . . . Holiday Party 7:00 – 8:30 PM – Potluck for members & invited guests)

A Tip of the Hat To.....

Ruth Leyse-Wallace PhD, RD, for acceptance by the Academy of Nutrition and Dietetics of an article titled "Nutrition, Genetics and Behavioral Health".

Continuing education credit may be earned by Registered Dietitians who read the article and pass a test on the content.

Alan Converse, whose new historical suspense novel set in Coronado is available on Amazon and Kindle. His book, *Bitch'n*, was self-published through Create Space.

Alan Russell, who will be giving a talk as well as signing his new book, *Burning Man*, at Mysterious Galaxy Bookstore on December 9, 2012 at 2 pm. On December 13, 2012 at 6:30 he will be doing a talk and signing at the Encinitas Library. The official release date for the book is December 11, 2012. For more information go to www.alanrussell.net.

If you, or someone you know, has published a book, scheduled a book signing, or some other accomplishment to share, please contact Linda Loegel at noirons@cox.net to be included in our next newsletter. Let your light shine!

What You Missed . . .

American Trivia—Life, Liberty, Puns and Patriots . . . by Ellen Shaw Tufts

Question: What did King George think about the American colonists?

Answer : He found them revolting!

Wow! Hurrah! The November 26 membership meeting, a joyful evening with Richard Lederer and Caroline McCullagh, gave us a dazzling preview on puns, patterns, bios, songs, riddles, jokes found in their book *American Trivia--What We All Should Know about U.S. History, Culture and Geography*.

The evening was a doozie, and why not, with two such outstanding SDW/EG members on stage? Consider how Lederer, whose star continues to shine with lustre in our contemporary cultural heavens, has teamed up with distinguished San Diego writer Caroline McCullagh, initially back in 2004. That's when the famed linguist-verbivore and attendees from his presentation for OASIS at Macy's in Mission Hills met for lunch after class. He and McCullagh started sharing a mutual interest in American heroes, and soon were brainstorming about a book possibility. "It was a lot of fun.", McCullagh recalled.

Poised and inspired, she opened the evening with an enticing thumbnail-plus sketch of Betsy Ross, the American upholsterer and seamstress best known for her five-pointed star (a substitution for the six-pointer) on our American flag in 1776, a story not often reported. Lederer gave us his extraordinary insights, patterns and amazing American presidential and political lore, cont>>

Coming Soon to SDW/EG



January 28th, 2013 Jennifer Thompson will discuss creating a website and using your website for marketing your work.

February 25th, 2013 Patricia Buckley from San Diego University will speak on writing books for children.

Events of Interest

Writers Symposium by the Sea at Pt. Loma Nazarene University will feature Billy Collins on February 26 and Garrison Keillor on February 14th. See www.pointloma.edu/event/poet-billy-collins-headlines-writers-symposium-2013

San Diego Book Awards--Call for entries published in 2012. Deadlines: Jan 15th for unpublished categories, February 13th for published books. Cash prizes are awarded. See www.sdbookawards.com.

Book signing by Maggie Marshall, SDW/EG member, on December 15th from 1:00-3:00 PM at Fiesta Cocina (2754 Calhoun).

A Writing Class by Caroline McCullagh and Lola Sparrowhawk will begin January 18 from 10:15 A.M. to 12:30 P.M, for ten weekly sessions at Oasis. Classes are at Macy's in Mission Valley. See www.oasisnet.org/sandiego, or call (619)574-0674.

Fiction alert from Random House:

Random House is accepting submissions from new novelists for their new digital-only imprints. Mystery/suspense, science fiction/ fantasy/horror, romance/women's fiction and new adult are the genres in which novels are sought. If Random House editors like your work, they will publish it in e-book form. Although you'll still be responsible for the bulk of the marketing, having a legacy publisher's imprint on your book is a big bonus.

(From Reporter Connection)

American Trivia—Life, Liberty, Puns and Patriots, continued

including the real origin of our everyday slang use of "OK", and also the truth about our beloved American teddy bear---originally the bear President Teddy Roosevelt refused to shoot on a hunting trip.

At one point, an audience member called out, "Hey, your left shoe is untied!" And our speaker, a seasoned trooper, missed not one beat; he thanked, with dignity, the vocal intruder for an "always appreciated, caring interest in the speaker."

American Trivia by

Richard Lederer and Caroline McCullagh

SDW/EG members Richard Lederer and Caroline McCullagh are the proud parents of a bouncing baby book, *American Trivia: What We All Should Know About U.S. History, Culture & Geography* (Gibbs Smith Publisher, 2012). Over a span of three years, the co-authors will share with you their journey through American history.

America Singing

Americans love to sing about their country. Most of us know the tune and at least the opening lyrics to the likes of "When Johnny Comes Marching Home Again," "Dixie," "Battle Hymn of the Republic," "Hail, Columbia," "You're a Grand Old Flag," and "Stars and Stripes Forever."

* The first verse of "Yankee Doodle," as often sung today, runs:

*Yankee Doodle went to town,
Riding on a pony.
He stuck a feather in his hat
And called it macaroni.*

The original Yankees were Dutch settlers who had come to the new world, and *Yankee* may derive from the Dutch *Jan Kaas*, "Johnny Cheese." *Yankee* migrated from an ethnic insult against the Dutch to New Englanders in general when the song began life as a pre-Revolutionary creation originally sung by British military officers. The intent of "Yankee Doodle" was to mock the ragtag, disorganized New Englanders with whom the British served in the French and Indian War.

Doodle first appeared in the early seventeenth century and derives from the Low German word *dudel*, meaning "fool" or "simpleton." The macaroni wig was in high fashion in the 1770s and became contemporary slang for foppishness. The last two lines of the verse implied that the unsophisticated Yankee bumpkins thought that simply sticking a feather in a cap would make them the height of fashion. The colonists liked the tune of "Yankee Doodle" and adopted it as a robust and proud marching song. What was once a derisive musical ditty became a source of American pride.

* The lyrics to the soaring song "America the Beautiful" were written by Katherine Lee Bates (1859-1929), a professor of English at Wellesley College. While teaching in Colorado in the summer of 1893, she was inspired by the view from Pike's Peak to write her poem. Although Bates never met New Jersey church organist Samuel A. Ward, the music of his hymn "Materna," composed in 1882, was combined with Bates's poem. The two were first published together in 1910.

* Composer and lyricist Irving Berlin wrote "God Bless America" in 1918 while serving in the United States Army at Camp Upton in Yaphank, New York. Berlin created the song for a revue of his, but he set it aside because he cont>

Tips for Selling Booklets

Booklets for educational purposes can be a revenue source for writers that often generate repeat bulk sales.

A successful writer, publisher and marketer of booklets, Paulette Ensign offers the following tips for selling booklets:

- *Don't forget to include shipping charges in your pricing
- *Make sure a foreign translation is a good translation
- *Eliminate ALL typos in text, cover, and all marketing material
- * Offer more than one choice: volume sales, bundles, re-orders (eliminate "yes / no" answers)
- *Insure high quality print, cut, and assembly

Ensign writes, "While there is now a trail that's been blazed in the past two decades about many things that work, please know there is no "right way," no one-size-fits-all".

(Excerpt from: Brian Jud. *Book Marketing Matters*™ a free, bi-weekly ezine. 11(23):263; Nov 12, 2012)

Class on Memoir Writing

Tom Larson will be teaching a class on writing memoirs in 2013. Part I will be on January 5, 2013 and Part 2 will be on February 2. Classes will be held at San Diego Writers Ink, 710 13th St. Studio 210, San Diego.

San Diego Local Author Exhibit

Authors who published a book in 2012 are encouraged to exhibit their book at the San Diego Public Library Local Authors Exhibit in February 2013. The event includes a reception and being listed in the online website.

For details you may call Rachel Esguerra at (619) 236-5817. The application form may be found at <http://sandiego.communityguides.com/localauthors>

America Singing, cont.

believed that the piece was too solemn for his otherwise comedic show. Twenty years later, as the shadow of Adolf Hitler rose to darken the world, Berlin, a first-generation Jewish immigrant, decided to revise his handiwork from a victory song to a peace song. "God Bless America" was introduced and sung by Kate Smith on a 1938 Armistice Day radio broadcast, backed by full orchestra and chorus. It became an instant hit and Smith's signature song. For a while, there was even a movement to make "God Bless America" our national anthem. Rather than raking in profits, Berlin directed that all royalties should go to the Boy Scouts of America and Girl Scouts of USA.

San Diego Writers/Editors Guild
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<p>The Writers Life is published by The San Diego Writers/Editors Guild P. O. Box 881931 San Diego, CA 92168 Telephone: (619) 445-6656 General Meetings: The Fourth Monday of each month 6:30 P.M. - Sign-in and Networking 6:45 P.M. - Business Meeting 7:00 - 8:30 P.M. - Speaker/Program Location: 3851 Rosecrans San Diego County Health Services Complex Visit our web site for a map www.SDWritersGuild.org Membership: \$36.00 per year Guests: \$5.00 per meeting</p>	Board Of Directors		Term Expires December 31st
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	Vice President	Bob Doublebower	2014
	Secretary	Barbara Crothers	2013
	Treasurer	Marcia Buompenserio	2014
	Membership Chairman	Rick Peterson	2014
	Directors-At- Large	Gered Beeby Fred Crothers Linda Loegel Ellen Shaw Tufts	2014 2014 2013 2013
	Past President	Sam Warren	
	<p>The San Diego Writers/Editors Guild shall promote, support and encourage the writing arts for adults and youth.</p>		