

# The Writer's Life



Hippocrates for physicians: "First, do no harm."  
William Zinsser for writers of children's books: "First, tell the truth."

[www.sdwritersguild.org](http://www.sdwritersguild.org)

September, 2013

## Larry Edwards : Taking the Mystery Out of e-book Publishing

Larry Edwards, author, editor, and publishing consultant, will lift the veil on the mysteries of e-book production for authors and editors. He will explain how to set up an e-book, and how to move a Word document into an e-book platform, such as Kindle, Nook, and other e-reading devices. He will touch on Microsoft Word "Styles" and cascading style sheets, as well as layout choices and the software recommended for the job.



E-books have and will continue to change the publishing arena, so this topic couldn't be more timely. If you've ever been confused about e-book production or you just want to explore this niche for your own business, this meeting is for you. **See you on September 23<sup>rd</sup>!**

Larry will be signing copies of *Dare I Call It Murder?* at Warwick's Bookstore in La Jolla on Sunday, September 22, 2013, from Noon to 2:00 PM. His book is appearing in the top ten titles on Amazon and getting great reviews.

See you at 7812 Girard Avenue, La Jolla.

## Check Out These Conferences

### Conference on Indexing

The American Society for Indexing (ASI) So. Cal Chapter will be hosting an all-day workshop on Saturday, Oct.26. Well-known in the indexing community, our two speakers will be Cheryl Landes ([www.tabbycatco.com](http://www.tabbycatco.com)), who will be sharing with us *Embedded Indexing in Adobe In Design*, and Sylvia Coates ([www.sylvia.coates.com](http://www.sylvia.coates.com)), who will be teaching us *Turning Straw into Gold—How to Make Indexing Efficient, Fun, and Profitable*. All publishers, editors, and writers are welcome to attend—as well as all indexers! For further details please contact Catherine Barr at [CABarr@UTOIndexing.com](mailto:CABarr@UTOIndexing.com)

### The Digital Author and Self-Publishing Conference

This conference will include presentations by industry experts on e-books, formatting, marketing, demonstrations. It will be October 12-13, 2013, Los Angeles Valley College, Van Nuys, CA. Contact Tony Todaro at [info@wcwriters.com](mailto:info@wcwriters.com) or [www.wcwriters.com/da](http://www.wcwriters.com/da)

## The Prez Says: Volunteer Needed

Linda Loegel, SDW/EG anthology editor, has moved to North Carolina and will be missed by us all.

The new anthology editor will be Marcia Buompensiero. She has all the information and material from Linda to keep the second edition of *The Guilded Pen* going forward on schedule. See the website or Member Directory for Marcia's contact information.

A big "Thank you" to Dave Feldman who will take Linda's place and do the final copy edit of the newsletter before it goes to the printer. A volunteer is needed to gather items for the "Tip of the Hat" item in the newsletter. In the meantime, contact me at [RthLys@cox.net](mailto:RthLys@cox.net) for "Tips" or to volunteer.

The annual election of the Board of Directors will be held at the September General Meeting. Five of the ten board members are elected each year for two-year terms. Nominees for three vacancies are: Simone Aries, Harry Huntsman and Carolyn Jaynes. Jeniffer Russell will serve as an alternate should anyone's plans change. Up for re-election are Ellen Tufts and myself. Officers for 2014 will be elected at the November joint meeting of incoming and outgoing directors.

*Ruth Leyse-Wallace*

### A Tip of the Hat To . . .

All the members of SDW/EG as I say farewell and head to North Carolina. You've all been industrious and faithful to the Guild and made our first-ever issue of *The Guilded Pen* a rousing success! May you continue to take an active part in the Guild and make it a thriving, energetic venue for the writers of San Diego County.

**Al Converse** for the publication of his second book *Die Again*. Al's paperback and ebook are listed on Amazon.

**Ruth Leyse-Wallace** PhD, RD for the acceptance of her article "Essential Fatty Acids in Behavioral Health" for publication and continuing education credit for Registered Dietitians/Nutritionists.

**Gary Winters** for his Flash Short Story *Leather Jacket* in the 2013 Winter Edition of *Whisperings: A Literary and Visual Culture Magazine*.

*If you, or someone you know, has published a book, scheduled a book signing, or some other accomplishment to share, please send to [rthlys@cox.net](mailto:rthlys@cox.net) to be included in our next newsletter. Let your light shine!*

### What You Missed . . . by Ellen Shaw Tufts

#### How to Approach, and Hire, The Right Agent

SDW/EG members gathered for a sparkling meeting August 26<sup>th</sup> with speaker Elise Capron from the Sandra Dijkstra Literary Agency in Del Mar, considered "hot" as a powerful West coast literary/cultural anchor.

During the evening, Capron, an acquiring agent who also serves as agency office manager, delivered a hard-hitting, resourceful pitch to both our published writers and "hopefuls" in the house regarding current publishing trends. She stressed the Dijkstra credo to often accept/protect unpublished writers as new clients "to help keep the publishing world diverse."

According to the speaker, the worldwide self-publishing explosion has changed book agenting: Editors often suddenly become publishing/marketing consultants while considering manuscripts! And the challenge of creating e-book marketing strategies often transforms agents into publicists/sales professionals.

Tips for finding the right literary agent: (1) first, double check your agent inquiry, (2) *check Publishers Lunch every day, "essential for all writers; don't miss it!"* (a free daily web wrap-up of breaking news throughout the publishing world; sign up at [www.publishersmarketplace.com](http://www.publishersmarketplace.com)), (3) keep connected with writing groups, and (4) make sure your agent isn't charging more than fifteen percent!

She saluted social networks Twitter and Facebook Fan Page as valuable, viable editing/marketing tools for web trollers and well-known aspiring writers such as authors Diane Mott Davidson and Chitra Divakaruni from the Dijkstra stable.

>>continued

### More Conferences

**The Writers Digest Conference West** will be held in Los Angeles September 27-29, 2013. For more information go to [www.WritersDigestConference.com](http://www.WritersDigestConference.com).

**La Jolla Writers Conference** is proud to announce that *New York Times* bestselling author Lisa Jackson (*Ready to Die*), Dale Brown (*Tiger's Claw*), and Christopher Reich (*Rules of Betrayal*) will be joining the 2013 faculty as keynote speakers. Plan ahead for this annual conference to be held November 1-3, 2013 at Paradise Point.

#### SDW/EG Members Presenting at Oasis

**Caroline McCullagh** and **Lola Sparrowhawk** will hold a ten-session course from September 13 to November 15. Sessions will include lecture, handouts and a personal critique of your work if requested. The cost is \$60.00.

**Richard Lederer** will present "Lederer on Language" on November 12 from 10:15 to 11:45 AM. The cost is \$6.00.

Find out more at [www.sandiegooasis.org](http://www.sandiegooasis.org) or call Macy's Mission Valley at 619.881.6262; M-F, 10AM – 3 PM.

"Let us read and let us dance—two amusements that will never do any harm in the world."

Voltaire 1694-1778

#### Additional Literary Agents in San Diego

*Writers Digest* recently featured a listing of agents looking for new writers. The agents located in San Diego include:

(1) **Annie Bomke** at Annie Bomke Literary Agency; P. O. Box 3759, San Diego, CA 92163:

[www.abliterary.com](http://www.abliterary.com),

(2) **Natalie Lakosil** at Bradford Literary Agency, on Mission Center Road : [www.bradfordlit.com](http://www.bradfordlit.com), and

(3) **Taylor Martindale** at Full Circle Literary in Hazard Center: [www.fullcircleliterary.com](http://www.fullcircleliterary.com).

See the October 2013 issue of *Writers Digest* for a description of these agents, submissions of special interest, and submission preferences.

#### What You Missed, continued

As for manuscript submissions: "We are *generalists*-no romance manuscripts or sci-fi fiction accepted. We look for fiction and non-fiction with unforgettable, compelling writing." Our speaker provided agency-procedures handouts, urging the audience to mention Guild participation when/if submitting or questioning. Contact her at [elise@dijkstraagency.com](mailto:elise@dijkstraagency.com).

## American Trivia

by Richard Lederer and Caroline McCullagh

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

### The Land of the Free (Part II)

Senator and two-time presidential candidate **Adlai Stevenson** said half a century ago, “America is much more than a geographical fact. It is a political and moral fact — the first community in which men set out in principle to institutionalize freedom, responsible government, and human equality.” Our history is an ongoing chronology of that effort:

Born a slave, **Harriet Tubman** (1820?-1913) escaped in 1849 and went to Philadelphia. In 1850, she made the first of nineteen trips south to help more than three hundred slaves, including her parents, escape. These trips put Tubman in personal danger. If she had been captured, she could have been enslaved again, or she could have been prosecuted under the federal Fugitive Slave Act, which made it a crime to aid a runaway slave.

**Margaret Sanger** (1883-1966) began her career as an obstetrical nurse in 1912 in New York City. In her work with the poor, she saw the problems created by unwanted pregnancies — poverty and high rates of infant and maternal deaths. She believed in the equality of women and men and believed that equality would not be realized until women had information about birth control. Although it was illegal in New York, in 1916, she opened a clinic to distribute birth control information and devices. Sanger was arrested and sent to prison, and her legal appeals brought publicity to her cause. She later promoted the passage of a law allowing doctors to give birth control information to their patients. In 1921, she founded the American Birth Control League, which later became the Planned Parenthood Federation of America, and was also instrumental in founding the International Planned Parenthood Federation.

Attorney **Thurgood Marshall** (1908-1993) worked for the National Association for the Advancement of Colored People (NAACP) from 1938 to 1961. He represented the NAACP before the Supreme Court in 1954 in *Brown vs. the Board of Education of Topeka*. He argued that “separate but equal” was unconstitutional under the Fourteenth Amendment, and the Court agreed with him unanimously. That decision ended racial segregation in the public schools of America. President Lyndon Johnson appointed Marshall to the Supreme Court. The first African American justice, Thurgood Marshall served from 1967 until his retirement in 1991.

## What is Your "Voice"?

"Voice" is a term which incorporates many aspects of an individual's work. Roy Peter Clark (*Writing Tools* 2008) defines it as the sum of all writing strategies.

Philip Gerard (*WD* 1989) says voice takes into account style, the cumulative way sentences are crafted into paragraphs—what the reader hears in his mind's eye.

What level is the language,? Are the allusions from high or low culture? How often are metaphors used? How far is the author from a position of neutrality? Is a piece written in first, second, or third person? Voice is the author's attitude, perspective, sensitivity, his/her passion, brought to the story.

The paradox of voice is that it is instinctive. If you try to have "voice" it will found false. It is the hallmark of everything you do, from the first idea to the finished writing.

Steven Harper (*WD* 2013) suggests some techniques for finding your voice: (1) Let yourself write fast and badly-keep going and see what you're going to say next, (2) Ultimately everything contributes to voice—save everything you write, you might create be a jewel you can use later, (3) Pretend you're the character. Let him/her ramble, write journals, go to a therapist, testify in a trial, and 4) Don't dance around what you really want to explore and don't worry what family and friends will think of it.

### Activities that Evoke Resistance:

The pursuit of any calling in writing or any creative art,  
Any diet or health regimen,  
Any program of spiritual advancement,  
Any course designed to overcome an addiction,  
Any act of political, moral, or ethical courage,  
Any act that entails commitment of the heart,  
Resistance is most powerful when the finish line is in sight.      Source: *The War of Art* by Steven Pressfield

### eBook Publishing Class at Foothills Adult Center

Linda Meckler will be offering a class on Tuesdays from 9:00 – 11 AM for six sessions beginning September 10<sup>th</sup>. call 619-588-3500 to register. The cost is \$53.00.

### Coming Soon to SDW/EG

**October 28<sup>th</sup>, 2013 – Field trip** -Tour of new downtown San Diego library; Meet at library: 330 Park Blvd, SD, 92101. Tour is from 7:00-8:00 PM.

**November 25<sup>th</sup>, 2013** – Richard Lederer will speak on his recent publications.

**December 30<sup>th</sup> (5<sup>th</sup> Monday)** Members' holiday party

**San Diego Writers/Editors Guild**  
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<p><b>The Writer's Life</b> 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 the 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, SD, CA 92110      San Diego County      Health Services Complex  Visit our web site for a map      <a href="http://www.SDWritersGuild.org">www.SDWritersGuild.org</a></p> <p>Membership: \$36.00 per year  Guests: \$5.00 per meeting</p>	Board Of Directors		Term Expires December 31st
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	<p>Mission Statement</p> <p>The San Diego Writers/Editors Guild shall  promote, support, and encourage  the writing arts for adults and youth.</p>		

