

The Writer's Life

www.sdwritersguild.org

January, 2014

“My most important piece of advice to all you would-be writers: when you write, try to leave out all the parts readers skip.” Elmore Leonard



Neil Senturia and Barbara Bry Speaking in January: Humor in Business Writing

Senturia says the premise behind his book *I'm There For You, Baby: The Entrepreneur's Guide to the Galaxy* was, “Can you tell the truth?” The book is a biography of sorts, offering vignettes from Senturia’s long career in making deals and running companies followed by a “rule”, almost always witty and quirky. He says “I had a lot of fun doing it; I did it for the wrong reasons but it worked out right. Or maybe I did it for the right reasons and it worked out wrong. I haven’t decided.”

Neil Senturia began his career writing for M*A*S*H, as well as other TV and screen writing. Following this, he developed condominiums and hotels in Los Angeles and San Diego, worked as an executive in the financial services industry, then created, developed and sold six companies. Barbara Bry, his wife and colleague, was one of its founding shareholders of ProFlowers. The two were among the investors backing Jersey Boys, just before it hit big on Broadway and won a Tony Award.

Barbara and Neil currently write a weekly column in the business section of the UT, collaborate in their investment company, Blackbird Ventures, in LaJolla, and teach at UCSD.

Join us January 27th to hear about making business writing humorous and transitioning into writing a regular newspaper column.

Local Conferences for Writers

Writer's Symposium by the Sea will be held at Pt. Loma Nazarene College **February 20, 25-27, 2014**. Speakers include Jeannette Walls (*The Glass Castle*), Siddhartha Mukherjee (*The Emperor of All Maladies: A Biography of Cancer*-- which won a Pulitzer Prize in 2011), Anne Lamott (*Bird by Bird, Traveling Mercies, and Operating Instructions*), and Samuel Freedman (*Breaking the Line*). See www.ptloma.edu/writers.

SDSU Writers Conference will be held **January 24 through Jan 26, 2014**, at the Doubletree Hotel in Mission Valley. Keynote speakers include Sylvia Day, *New York Times* bestselling author, and Carrie Feron, Editorial Director of Avon Books. For details go to www.ces.sdsu.edu/Pages/Engine.aspx?id=736

The date has been set for the 2014 **LaJolla Writers Conference: October 24-26, 2014**. It will be held at the Hyatt Regency La Jolla—a change of venue.

The Gilded Pen . . . Available

The 2013 edition of the SDWEG anthology is on sale at meetings or at www.lulu.com for \$15.00/copy. The price of copies purchased at the meetings will include taxes, and, of course, no shipping. A two-year combination pack of 2012 and 2013 editions will sell for \$30.00 as long as copies of the 2012 edition are on hand.

San Diego Book Awards . . .

Call for Entries

The deadline for unpublished books is January 15th, 2014. For books published in 2013 the deadline for entering is February 28, 2014. Winners receive cash awards. For entry guidelines and forms go to www.sdbookawards@gmail.org

“The reason one writes isn't the fact he wants to say something. He writes because he has something to say.”

F. Scott Fitzgerald

The next meeting will be Monday, **January 27, 2014:**
6:30 PM sign in and networking, 6:45 PM business meeting,
7:00-8:30, presentation by Neil Senturia and Barbara Bry.

A Tip of the Hat To . . .

Ruth Leyse-Wallace for the interview published on the SDSU blog about the SDSU conference. See <http://www.ces.sdsu.edu/blog/2013/12/leyse-wallace/>

Tom Leech for new articles in print. Stories sent to him by former General Dynamics colleagues appear in the December issue of Sat Magazine. See <http://www.satmagazine.com/story.php?number=983953528>

Phillip Pryde for liberal reference to his book *San Diego: An Introduction to the Region*, in Priscilla's Dec. 26th column in the UT. The fifth edition will be coming out in 2015.

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

What You Missed - by Ellen Shaw Tufts

What's the main conversational drift when writers, editors plus friends gather for holiday cheer? It's hard to say, as all were busy digesting glorious buffet salads, hot hors d'oeuvres, luscious desserts and sparkling cider!

Partygoers included special guests SD/PEN (San Diego Publisher and Editors Network) members along with their president Shirley Clukey. Past Guild board members included former Guild President Carl Nelson, Sally Gary, Anne Casey, Phil Shafer, Jean Douglas and current copy editor for the newsletter and anthology, Dave Feldman. Door prize drawings provided, among others, a "Wisconsin Rummage Sale Cookbook" to Anne Casey and a copy of Marcia Buompensario's (Loren Zahn) *Dirty Little Murders* to our new board president Harry Huntsman. We were alerted to Carl Nelson's current novel, *Boot Camp Buddies*.

Forty-six copies of the newly published *The Guilded Pen-Second Edition* were sold on-site by board treasurer/ book editor Marcia Buompensario. Ken Yaros presented each buyer with a nicely printed copy of his Christmas poem, which he read aloud during the evening. Tom Leech also read his humorous Christmas poem to party-goers.

Board member Ellen Shaw Tufts announced a special holiday double-chocolate fudge cake in memory of past Guild presidents Phil Darby and Ruth Ritchie. Special thanks to party chair Barbara Crothers, who is leaving the board with our deep regrets. Outgoing Guild President Ruth Leyse-Wallace was honored with a plaque saluting her inspired leadership, and her "four-page agendas," quipped spokesman and Vice President Bob Doublebower.

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New Publishing Opportunity

Today and Yesterday, a new digital quarterly international literary journal, is looking for quality writing that examines contemporary or historical socially relevant subjects. Contributors will be paid for their work. Query or submit to todayandyesterday@laughingfire.com



Larry Edwards and Bob Doublebower tie one on



Sign your name and get a ticket for the drawing from Ellen Shaw Tufts and Sally Gary



Barbara Crothers and Marcia Buompensario set up a beautiful table

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.

America: The Mother of Invention (Part IV)

Tinkering is a time-honored American pastime. Many men and women can't leave well enough alone. They're always trying to create something or improve something. As with most creative people, they benefit from the work of those who came before them, but they add that little spark of genius that can take their invention figuratively or literally into the stratosphere. Here are some of our best:

* Two wrongs don't make a right, but two Wrights did make an airplane. The Wright brothers — Wilbur (1867-1912) and Orville (1871-1948) — became interested in flight when, in 1896, they read of the death of glider pioneer Otto Lilienthal. The brothers began by designing, building, and flying gliders. Testing models in a homebuilt wind tunnel, they created the first reliable tables of air pressures on curved surfaces. Wilbur and Orville became skilled pilots, and using their extensive knowledge, designed and built a powered airplane. On December 17, 1903, Orville made the first controlled flight of a heavier-than-air machine near Kitty Hawk, North Carolina, a 120-foot trip that lasted all of 12 seconds. The top speed was seven miles per hour and top altitude 10 feet. Several years passed before their accomplishments became generally known. They spent the rest of their lives designing and flying planes and teaching others to fly.

* In 1915, Clarence Birdseye (1886-1956) went on a fur-trading and fishing trip to Labrador. Watching the Inuit freeze fish and caribou meat, he noted that quickly frozen food was fresher, better textured, and more flavorful than food that had been slowly frozen. In 1925, Birdseye developed a process for flash freezing small packages of food. The Postum Cereal Company (later General Foods Corporation) purchased his patents in 1929. Frozen foods became popular in the 1950s, when freezers became widely available and TV dinners took over living rooms.

* Philo T. Farnsworth (1906-1971) is credited with the invention of electronic television, although scientists all over the world were attempting to transmit pictures, the next logical step after transmitting words and voices. On September 7, 1927, Farnsworth's image dissector camera sent the first visual, a simple straight line. He continued working on the technology of television and
continued >

SAGE Publications* Guidelines: Plagiarism, Defamation and Privacy rights

***Plagiarism includes** omission of quotation marks, paraphrasing without citation, and assuming ownership of not only writing, but tables, graphics, concepts, theories, observations, and the organization or logic of another's argument.

***Defamation** is a false statement that tends to harm the reputation of an individual or business.

***Injurious falsehoods** are derogatory false assertions about a business without being defamatory--such as disparagement of a product or service.

***Privacy rights** vary from state to state. There are four kinds of privacy rights: 1) Public disclosure of private facts, 2) intrusion upon seclusion, 3) misappropriation of name, likeness, or endorsement, and 4) the right to not be portrayed as something highly offensive that he/she is not.

* "Plagiarism, Defamation, and Privacy Rights Quick Guide" at <http://www.sagepub.com/bookAuthEdit.nav>. SAGE is an international publisher that educates a global community of scholars, practitioners, researchers, and students.

Classes Taught by SDWEG Members

Classes on writing (taught by Caroline McCullagh), editing (by Dave Feldman) and self-publishing (by Lola Sparrowhawk) are being offered at Oasis at Macy's in Mission Valley. Classes will be held during January through March. Registration began January 2, 2014. See www.sandiegooasis.org for details and to register for a class.

| Being a writer is like having homework every night
| for the rest of your life. Lawrence Kasdan

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Writing only leads to more writing. Collette

>> America: The Mother of Invention (Part IV)

ultimately was granted more than 150 U.S. patents. In 1936 NBC began experimental broadcasting with a telecast of a cartoon of Felix the Cat as its first program. Commercial TV began broadcasting on July 1, 1941, but was suspended for the duration of World War II. By 1950, three million TV sets had been sold. Today, more than 99 percent of American homes have televisions, most more than one.

San Diego Writers/Editors Guild
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<p>The Writer's Life is published by The San Diego Writers/Editors Guild P. O. Box 881931 San Diego, CA 92168 Telephone: (858) 571-0201 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 www.SDWritersGuild.org Membership: \$36.00 per year Guests: \$5.00 per meeting</p>	Board Of Directors		2-year Term Expires December 31st
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	<u>Mission Statement</u> The San Diego Writers/Editors Guild shall promote, support, and encourage the writing arts for adults and youth.		