

The Writer's Life

www.sdwritersguild.org

December, 2014

"Just as soon as you attain to one ambition you see another one glittering higher up still. It does make life so interesting."
J. M. Montgomery, in *Anne of Green Gables*



December Meeting: Holiday Party

The December meeting will be the annual party for members and invited guests and will be held Wednesday, December 17th at the usual meeting room from 7:00-9:00 PM. Please bring a finger food dish for pot luck refreshments. Beverages, plates and utensils will be provided.



The 2014 edition of *The Guided Pen* will be unveiled and copies will be on sale. Celebrate with SDW/EG authors featured in our third anthology!

An opportunity drawing of donated books written by members will be held. If you would like to donate a book for the drawing, bring a copy to the party in a gift bag. Live music will be offered, compliments of Oscar Arias. Come enjoy the evening with fellow writers and editors, ending the year and getting ready to start 2015!

Membership Renewal

Renewal forms and dues for 2015 membership are eligible for a \$5.00 discount if received before January 1, 2015. If you don't receive a renewal notice in the mail, the Membership Application form may be downloaded from the website.

Mail your application and check to SDW/EG, P.O. Box 881931, San Diego, CA, 92168. Dues may also be paid on the internet through PayPal.

You now have the option of opting to receive the newsletter by mail, by email, or both. You may also designate if you would prefer any part of your contact information to not appear in the Member Directory, which will be published and distributed early in 2015.

www.SDWritersGuild.org is Interactive

The new Guild website is an interactive site—a visitor can not only keep up with current events but also reply to leave comments. Visit all the pages on the site, find where you can subscribe for automatic notice of updates, find the page for paying your dues through PayPal or for buying an anthology, and forms for submitting a manuscript for review. It isn't too late to join the Members' Works page or have a listing on the Speakers Bureau.

All comments and requests will be reviewed by the webmaster, Sandra Yeaman, then posted.

Program Planning Under Way

The Board of Directors is planning programs for 2015. If you have an idea for a speaker or program that would be of value and interest to our members, please contact a member of the Board (see page 4).

Programs may feature skill-building, education, and/or entertainment. They may cover topics such as the writing process, producing and marketing your work, the role and choice of an agent, the business of publishing, the legal aspect of being an author, and others.

Progress in Youth Outreach

The initial set of writing prompts for mentors and teachers who work with students was approved by the Board. The OASIS program for seniors who tutor students and the literacy programs in San Diego Libraries will be the initial recipients for this SDW/EG support program. If you would like more information about this program contact Simone Arias.

**The next meeting will be Wednesday,
December 17th, 2014
7:00-900 PM**

A Tip of the Hat by Lisa Hunt

Laura Riley for her interview on Channel 6 and discussion and book signing at Barnes & Noble for her book *Tell Me of Brave Women*.

Joe Bonpensiero for the November 10th publication of his book *The Niputi . . . the Nephew: Life under the Shadow of a Mafia Killer*. Find it on amazon.com.

Gary Winters for his *Stewed Fluke* winning a place in Magee Park Poets Anthology, the 2015 edition.

Tom Leech for his article in the current Mission Valley News and Mission Times Courier titled "The Neighborhood Airstrip That Time Nearly Forgot." In the '50s-early '60s it was near SDSU on the mesa east of Fairmount Avenue. Read the article at <http://www.missionvalleynews.com/>

Larry Carleton whose post-modernist short story, "Aging Achers," will be published in April 2015 in *A Year in Ink*, the San Diego Writers Ink annual anthology.

Laura Riley for her published article, *A Pet and Me*, published in the Huffington Post on November 10. Read it at http://www.huffingtonpost.com/laura-riley-phd/a-pet-and-me_b_6127072.html

Metadata, "What's That?"

Metadata describes other data. It provides information about a certain item's content. Meta tags and key terms describe the content of a Web page. The tags and key terms are used by search engines like Google, Explorer or Yahoo to find web pages when someone starts a search. The key terms you use when planning your website are a big factor in how much traffic your website will get.

What You Missed

Lederer Rocks . . . by Ellen Shaw Tufts

"Knock knock." "Who's there?" "Witch." "Witch who?" "Witch way to the haunted house?"

Could that be famed San Diego linguist Dr. Richard Lederer, our November 19 guest speaker and SDW/EG Life Member, who introduced his newest book, *Monsters Unchained!* (Marion Street Press, \$8.95) during the meeting. Lederer's newest book contains more than 1,000 knock-knocks, "drop-dead funny" jokes, riddles and poems about scary, slimy, slithery, slobbery, spooky creatures "for kids and *groan-ups*..." -- the latest of more than 40 published books on language, history and humor.

"As human beings, we're fascinated by monsters; we love playing with monsters – we are somehow drawn to their ugliness," noted the famed columnist, verbivore and recipient of the 2003 Guild Odin Award for his contribution to the San Diego writing arts.

In recent months he addressed youngsters at the local Juvenile Court Book Club, a non-profit organization founded by retired San Diego Judge Maria Arroyo, who has sentenced boys and girls to Juvenile Hall in Kearny Mesa. "Some of these kids," Lederer noted with slight irony, "are currently local street gang members along with their parents, *and* grandparents. We talk about what it's like to be an author and how one chooses a path in life." Lederer shared with our group his description of why and how writers write and his own reasons and methods for writing, to be found in the 2014 edition of the SDW/EG anthology.

He also mentioned his column "Lederer on Language", which appears in newspapers and magazines throughout the U.S., including the Saturday San Diego *Union-Tribune*.

Contributors to *The Guided Pen*, 2014



Top Row L to R: Sam Warren, Simone Arias, Bill Barons, Harry Huntsman, Ty Piz, Gered Beeby, Phil Pryde, Caroline McCullagh, R J Black, Marcia Buompensiero, Richard Lederer
Bottom Row L to R: Ruth Leyse-Wallace, Ellen Shaw Tufts, Norma Posev, Sandra Yeaman, Rick Peterson, Mardie Schroeder



L to R: R J Black, Dave Feldman, Anne Casey, Fred Crothers, Barbara Crothers

Contributors missing from the photos are: Ken Yaros, Amy Zajac, Alan Converse, Gary Winters, Diana Amsden, Joe Bonpensiero, Margaret Coughlin, Carolyn Jaynes, Lawrence Carleton, John Davis, John Cain, Bob Doublebower, Marie DeMercurio, Chloe Edge, Lisa Hunt, Alan Russell, Wayne Williams, Charlotte Thompson, Anne Hoiberg, and Joe Naiman.

Pointers from Poynter

Dan Poynter, nationally known writer, speaker and marketer, spoke at the October meeting of Publishers and Writers of San Diego. His advice to authors included the following tips:

1. Non-traditional sales, or “Special” sales, to the individuals most likely to be interested in your book are an effective marketing strategy ... “Fish where the fish are.”
2. Don’t send the same marketing message to everyone, “Do unto others what they want done to them.” Don’t annoy potential customers.
3. Book fairs are for publishers showing books to bookstores, not particularly effective for individual authors hoping to sell books.
4. Hire PR or marketing people by the project, not for general representation of you and your book.
5. Don’t start a blog. Post on blogs of other people who blog on subjects akin to your book topic.
6. Start a separate website for every book you publish. Give away something of value such as a chapter or chart for downloading and start a contact list of those who are interested.

Poynter has numerous downloads on his website <http://ParaPublishing.com>. These include templates for laying out your book and creating a book cover.

Interesting Sales Split

Sales of the last 105 copies of *Nutrition and Mental Health* by Ruth Leyse-Wallace PhD, RD were split as follows:

Hardback	53 in U.S.	52 Rest of the world
eBook	37 in U.S.	33 Rest of the World

Future Meetings: Mark Your Calendars

January 26, 2015 – Kathy Diamant, author, PBS moderator, and SDSU Osher instructor will discuss *Giving and Receiving Critiques*.

Summer 2015 – Will you be ready for the next Open Mic night?

Correction notice: November, 2014: The correct spelling of Ken Yaros’ name is Yaros, not Yaro.

Events on the Horizon

> **SDSU Writers Conference**: January 23-25, 2015. Early-Bird special pricing: Registration-fee of \$399 until January 6, 2015.

> **Dave Feldman and Lola Sparrowhawk** will teach a four-week class on beginning creative writing, at OASIS at Macy’s Mission Valley on Friday mornings, starting Jan. 16.

> **Caroline McCullagh** will be continuing her eight-week course of writing classes at OASIS starting February 13, 2015. Call (619) 574-0674 for more information.

> **Symposium by the Sea 2015**, held by Point Loma Nazarene University, will be held February 24-26, 2015

> **San Francisco Writers Conference**, February 12-16, 2015 at the Mark Hopkins Hotel, San Francisco.

> **The Big Story Writers Conference**, February 20-22, 2015, Los Angeles at Los Angeles Valley College.

> **Las Vegas Writers Conference**, April 23-25, 2015, limited to 150 attendees.

“Evaluating Indexes” Workshop . . . from Catherine Barr

Distinguish your book from others in the field!
Increase its discoverability!

Find out what makes a great index by attending the meeting of the Southern California Chapter of The American Society for Indexing (ASI) on February 2, 2015. The all-day workshop will be held in downtown San Diego. Award-winning presenter Margie Towery will lead participants through ASI’s index checklist.

“Evaluating indexes” will have two parts. In the morning segment, as a group best practices will be reviewed and applied, with all participants looking at the same index. In the afternoon segment, we will utilize the same criteria in a structured peer review session.

For more information including the day’s schedule please visit ASI’s website at: <http://tinyurl.com/pub97p9>. Look under Southern California Chapter. Early registration is now open. Cost for non-members is \$85 until January 5th. For further questions please contact Catherine Barr at CABarr@UTOIndexing.com.

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 Alert: December meeting is 3rd Wed; Dec 17th. Party for members and invited guests; 7:00–9:00 PM; bring a finger food; Optional: Donate a book you wrote for the drawing. Bring a gift bag for your book. Location: 3851 Rosecrans, SD, CA 92110 San Diego County Health Services Complex Visit our website 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
	President	Harry Huntsman	2015
	Vice President	Bob Doublebower	2016
	Secretary	Simone Arias	2015
	Treasurer	Marcia Buompensiero	2016
	Membership Chairman	Rick Peterson	2016
	Directors-At- Large	Gered Beeby Ellen Shaw Tufts Sam Warren	2016 2015 2016
	Past President & Newsletter Editor	Ruth Leyse-Wallace	2015
	Webmaster	Sandra Yeaman	
	Mission Statement		
The San Diego Writers/Editors Guild shall promote, support, and encourage the writing arts for adults and youth.			

Benefits of membership: SDW/EG supports members and promotes the writing arts through the following: educational meetings with speakers on timely topics for writers; networking with writing/editing professionals; manuscript review services and the opportunity to submit your work for publication in the annual anthology; information about communitywide writing/editing classes and conferences and other events; links to writing/editing resources on the website; publicity for your creative work on the "Members' Works" web page; and the opportunity to be included in the Speakers Bureau.