

## What You Missed in February

by Mardie Schroeder

Lee Wind, Director of Marketing for the Independent Book Publishers Association (IBPA), began his presentation saying, "Access to the (book) marketplace has never been easier, but never has there been as much competition either."

IBPA, he explained, started out in marketing and now is into education. They want independent publishers to get to the point where the books they publish and the books published in New York are indistinguishable. Everything must be professional from the editing to the book cover.

Lee also emphasized marketing and PR. Marketing, he said, is when you build your own audience. PR is when you get into someone else's audience.

The worst thing you can do, he warned, is hard sell on line. You want to be the type of person who gives instead of gets.

Was that it? No! We were given three pages of ways to personalize our own marketing plan. Plus we each received a copy of the IBPA publication on marketing and public relations.

## Jean Forsythe ~ Guest Speaker on March 26

Join us March 26 to learn about the San Diego Book Awards (SBDA) program from **Jean Forsythe**, SDBA president since 2015. Jean and members of her SDBA team, Tiffany Vakilian and Aida Dennehey, will update us on the work of the SDBA and its efforts to promote and reward local authors.

Jean Forsythe has won four writing awards—including, Best Unpublished Novel for Children from the San Diego Book Awards (2007). Since then, she has completed four novels, pub-



**Jean Forsythe**  
speaker on March 26

lished several short pieces, and is currently working on a cozy mystery series.

Jean lives in Oceanside with her four kids who, along with her human daughter, Diane, and grandson, Cole, are her biggest inspirations.

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## Planning for SDWEG's 2018 Anthology is Underway!

Sharpen those pencils and power-up those computers for the next round of submissions for the 2018 SDWEG anthology, *The Guided Pen – 7th Edition*.

The submission period will run April 1 through July 31, 2018. Members may submit up to 3 selections (essays, poetry, and/or short stories) for a total of 2500 words. In addition, this year we've added a new challenge—flash fiction! Our flash fiction challenge will be to tell a story—offering

character and plot development—in 250 words or less. The 250-word flash fiction category is in addition to the 2500 general category. That means you have 2,750 words to express yourself in print! We will also offer a Flash Fiction Workshop on April 21, 2018. Participants will have the opportunity to hone their words with the help of workshop impresario Margaret Harmon. More information will be provided at our meetings, on our website, and in the monthly newsletter. Get ready, set, write!

## SDWEG authors will be featured at La Jolla Library on May 12

On Saturday, May 12, from 10 a.m. to 2 p.m., 15 SDWEG members will have display tables of their published works at the La Jolla Library.

Visitors will have a chance to meet and greet the authors and purchase signed copies of their work.

For details, go to: [sdwritersguild.org/wp-content/uploads/2018/02/LA-JOLLA-LIBRARY-SHOWCASE-Flyer.pdf](http://sdwritersguild.org/wp-content/uploads/2018/02/LA-JOLLA-LIBRARY-SHOWCASE-Flyer.pdf).

## Note.— Dues Reminder for SDWEG

The 2018 Guild directory of SDWEG members will be published around the second week of March.

If you want your contact information and biographic “blurb” to appear in the directory but you have not yet paid your 2018 dues, please contact **Rick Peterson** at [richard.g.peterson@navy.mil](mailto:richard.g.peterson@navy.mil) or phone 858-577-5722. (Note.— Information for the SDWEG directory is completely voluntary.)

## SDWEG Anthology Draws Attention at SD Library Exhibit

Over 400 local authors and guests attended as San Diego’s Central Library hosted its 52nd Annual Local Authors Exhibit on January 26. The evening began with brief remarks from the Library director, Misty Jones, followed by the keynote speaker, New York Times best-selling author and Pulitzer Prize nominee Caitlin Rother.

Members of SDWEG were on hand and recognized for their works published in 2017. Included in the festivities were: Marcia Buompensiero, Bob Doublebower, Dave Feldman, Janet Gastil and Phil Shafer for the SDWEG 2017 anthology, *The Guilded Pen - Sixth edition*. Bob and Dave gave readings from the anthology during the open-mic session.

Other SDWEG members, whose latest publications were also on display, included: Tom Leech, *Fun on the Job: Amusing and True Tales from Rosie-the-Riveters to Rocket Scientists at a Major (San Diego) Aerospace Company*; and Frank Primiano, *The Stories Start Here: Prose and Poetry from a Writing Workshop*, an anthology produced by the writing workshop of the San Diego Community College Continuing Education Program.

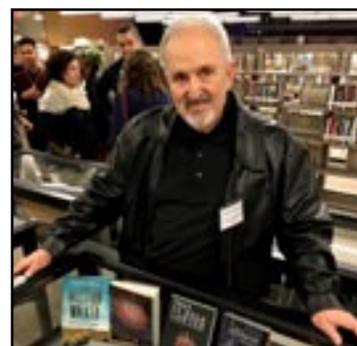
Larry Edwards, authentically dressed as a Rocky Mountain fur trapper from the 1820s, was on hand with his new book: *Food & Provisions of the Mountain Men: A Guide to Authentic Provisions of Fur Trappers, Traders and Explorers in the Early American West*.



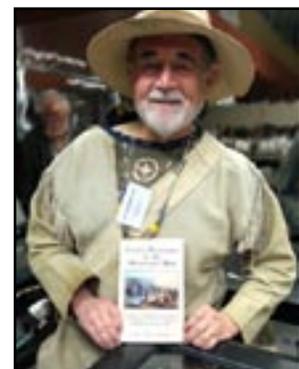
Dave Feldman and board member Bob Doublebower



SDWEG Treasurer Marcia Buompensiero



Frank Primiano



Larry Edwards

## Come to SDWEG's Writing Flash Fiction Workshop

April 21 ~ 9:30-11:30 a.m

Up for a challenge? Would you like to add to your repertoire of writing? Come to the SDWEG workshop on **Writing Flash Fiction** on **Saturday, April 21, 2018, from 9:30 – 11:30 a.m.**

**Margaret Harmon**, published author of fables, humor and other works, will lead the workshop. Learn the unique attributes of flash fiction and how to evaluate flash fiction. Experience writing and critiquing extemporaneous flash fiction in a small group setting. Learn some places to submit flash fiction for publication or get ready to contribute a piece of flash fiction to the 2018 edition of *The Guided Pen*.

The workshop will be held in the conference room off the lobby at our usual SDWEG meeting place at 3851 Rosecrans Blvd. Workshop attendance will be limited to 16. Sign up at the regular SDWEG meeting in March or send an e-mail to **Ruth Leyse-Wallace** at [ruth@sdwritersguild.org](mailto:ruth@sdwritersguild.org).

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### Carl Nelson, Capt. USN (ret.) Past-President of SDWEG

Two-time past Guild President, Carl Nelson, Capt, USN, ret., age 87, of Chula Vista, CA, passed away February 3.

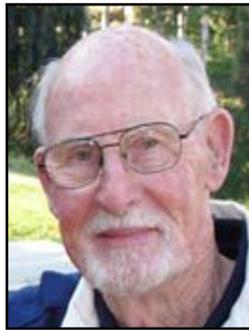
Carl attended the US Naval Academy and served over 33 years in the Navy. He commanded three ships (the guided missile cruiser USS Worden, the frigate USS Cook, and the fleet salvage vessel USS Cocoa), and he served four tours of duty during the Vietnam War. His war decorations include the Legion of Merit, Bronze Star with combat V, two Air Medals, the Combat Action Medal, and 14 others.

Upon leaving the Navy, Carl earned a doctorate in business administration from United States International University and taught international business at various colleges in the San Diego area.

He is well remembered as an author, historian, playwright, and poet. He garnered many awards for his writing, which included a series of five novels, poetry, short stories, professional articles, a play, a musical, and two memoirs.

The Guild offers this tribute and sailor's farewell — *Fair winds and following seas!*

[A more complete bio of Capt. Nelson is posted at <https://sdwritersguild.org/in-memoriam/>]



### SD/PEN Copyright Workshop

On **Thursday, March 15**, intellectual property attorney Barbara Murphy will help editors and writers sort through the confusing and changing requirements of copyright law. Her presentation will be at the upcoming meeting of the **San Diego Professional Editors Network (SD/PEN)**.

SD/PEN meetings take place at 6:30 p.m. in the San Diego County Health Services Complex (the same site as SDWEG meetings). The meeting cost is free to SD/PEN members and only \$10 for non-members. **RSVP via email to [pr@sdpen.com](mailto:pr@sdpen.com).**

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### SD Public Library Short Story Contest

The San Diego Public Library is holding a short story contest, with the winner receiving \$300.

The contest is open to county residents age 16 and older. Stories must be original, published or unpublished, and cannot exceed 3,000 words. They should be suitable for a “general audience,” with one story per author. Cash prizes will be awarded for first, second and third place.

All entries must be submitted online. Entries may be submitted March 1. The deadline is March 31. Only 50 submissions will be accepted. There is no fee to enter. Winners will be announced in May.

For full details about contest rules, go to **[www.sandiego.gov/public-library/short-story-contest](http://www.sandiego.gov/public-library/short-story-contest)**.

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**General meetings** are held on the 4th Monday of the month, 6:30 p.m.

A **Marketing Support Group** for writers precedes the general meeting, from 5:30 to 6:30 p.m.

**Meeting Location:** the San Diego County Health Services Complex Bldg., 1st floor, 3851 Rosecrans Blvd., San Diego

**Visit our website for a map.**

Membership dues: \$36 / year

Guests: \$5 / meeting

**Board of Directors** (Term expires)

**President:** Mardie Schroeder (2019) [president@sdwritersguild.org](mailto:president@sdwritersguild.org)

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**Social Media Mgr:** Sandra Yeaman (ex officio) [webmaster@sdwritersguild.org](mailto:webmaster@sdwritersguild.org)

**Past-President:** Anne Janda (2017) [pastpresident@sdwritersguild.org](mailto:pastpresident@sdwritersguild.org)

***Mission Statement: The San Diego Writers and Editors Guild shall promote, support and encourage the writing arts for adults and youth.***

**Benefits of Membership.** SDWEG supports members and promotes the writing arts through: educational meetings with guest 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, conferences and other events; links to writing and editing resources on the website; publicity for members' creative works on the "Members' Works" web page; and the opportunity to be included in the Speakers Bureau.

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