

write on!



Founded 1909

Celebrating
103 Years

www.CWCSacramentoWriters.org

May 2012

California Writers Club, Sacramento Branch

We welcome all writers, from aspiring to professional; to educate and encourage writing and marketing skills.



Patricia Fry Writing Articles for Book Promotion and Profit



Upcoming Events

May's luncheon speaker is Patricia Fry. She will share her secrets for article writing success whether you want to establish a career as a freelance article writer or promote your book(s) through articles. She has been doing both for decades, so come out and hear her tips, techniques and insider secrets.

She will answer the following questions:

- * How do you find the right publications for your material?
- * What is the best way to approach editors?
- * How do you locate and use submission guidelines?
- * How do you develop article ideas?
- * What's the secret to promoting a book through articles?
- * Can you make money as a freelance article writer? How do you get started?
- * What are some tips for writing a good query letter?

Fry has been writing for publication for nearly forty years. Her articles have appeared in *Writer's Digest*, *Publishing Basics*, *IBPA Independent*, *Your Health*, *Entrepreneur*, *Complete Woman*, *Woman's World*, *Country Woman*, *Los Angeles Times*, *The Toastmaster Magazine*, *The World and I*, *Christian Parenting Today*, *The Artist's Magazine*, *Catholic Digest* and many more. Patricia is the author of 35 books, most of them related to writing, publishing and book promotion. She is also the Executive Director of SPAWN (Small Publishers, Artists and Writers Network); www.spawn.org. Check out her online courses at: www.matilijapress.com and www.patriciafry.com. Visit her publishing blog: www.matilijapress.com/publishingblog.



Use the Ballot Inside to Vote for the
CWC Sacramento Branch 2012-2013 Officers

June 16 Luncheon Speaker

The CWC Sacramento Branch luncheon speaker will be **Molly Dwyer**. Her topic will be "Story Stalking." The winners of the 2012 Short Short Story Contest will be announced.

*There are no Branch
luncheon meetings
in July and August*

May 12 Writing Academy

"SuperCharge Your Writing Like a Pro" with Karen Sandler.

June 23 Writing Academy

"How to Identify Hot Publishing Markets" with Jennifer Basye Sander.

For registration details on the June 23 workshop, please see the enclosed flyer or visit our website at www.CWCSacramentoWriters.org.

To register for the May workshop or for questions and further information, contact Margie Yee Webb at Margie@CatMulan.com; 916-213-0798.

Saturday, May 19, 2012 - Luncheon Meeting 11:00 a.m.

Tokyo Buffet, 7217 Greenback Lane in Citrus Heights, 95621 (see back for directions)
The Public is Invited to Attend

Members \$12.00

Non-Members \$14.00



May Writers Network Speaker

Judith Horstman will be the speaker for the May 4 Writers Network meeting. The title of her presentation is "Shameless Self Promotion."

Horstman is an award-winning journalist who writes about health and medicine. She has been a Washington correspondent, a journalism professor, a Fulbright scholar, and has written and edited in just about every medium including newspapers, newsletters, special health publications, radio, video, the Internet, annual reports and books.

Her journalism career spans 40 years, from a small-town newspaper to *USA Today* and *Gannett News Service* in Washington, D.C. She has edited health articles and books for TIME Inc. Health. She has practiced meditation and yoga for more than 35 years, and is known for her expertise in describing complementary therapies.

The CWC Writers Network meets the first Friday of every month, 9 a.m., at International House of Pancakes (IHOP), 2216 Sunrise Blvd., Rancho Cordova (north of Highway 50). Participants include book, newspaper, magazine, and trade journal writers. Order and pay for your own breakfast.



Open Mic for Writers

Sponsored by the CWC, Sac. Branch
Second Friday of each month, 7 p.m.
(Sign-ups begin at 6:45 p.m.)

Next Open Mic is May 11

Barnes & Noble Booksellers
Birdcage Center, 6111 Sunrise Blvd.
Citrus Heights, CA 95610

Readers and Listeners Welcome
Contact: **Julie Bauer; joolieb@aol.com;**
(916) 344-5778

President's Corner

by Marsha Robinson



Saturday, April 7, I participated in the CWC Writing Academy workshop with Martha Alderson. She is the renowned Plot Whisperer and International Plot Consultant. Feet tapping, fingers flying across the paper, I plotted a crucial timeline for my almost-completed first draft as she walked us through the process. I came prepared with questions, half-baked ideas, and a desire to transform my boring travelogue into a creative non-fiction adventure story. I wasn't disappointed.

For months my manuscript gathered dust on the corner shelf in my office. Thousands of words, lively descriptions of people, places and events were mired in confusion and stagnancy. My narrative needed direction. It needed a plot. Following Martha's guidelines I injected excitement and drama into a story I'm inspired to finish, thanks to her workshop.

The next Writing Academy workshop is May 12. Titled *SuperCharge Your Writing Like a Pro*, it is presented by novelist Karen Sandler. She will help me polish my story and energize my prose by keeping it lean and vigorous. Her tutelage will be a definite plus for the editing task that follows completion of my first draft.

Shawn Hansen's presentation on April 6 provided inspiration to work on my marketing skills. She shared mountainous amounts of information about social media marketing in an entertaining and humorous fashion. My author platform is in desperate need of construction and she provided the tools I needed. I've added my name to her Monday Morning Marketing Newsletter and Social Media Marketing Mini-Course. You might consider doing the same to get free tips to build your author platform.

Being a member of CWC Sacramento provides many benefits. Workshops and monthly meetings are just the beginning. Get involved. You'll be glad you did.

In my April 2012 President's message I mistakenly gave credit for the Publishing Pathways program to CWC Fremont. The inspiration for the program and its subsequent development is a project of the regional association of CWC Northern California Branches, AKA CWC NorCal or NCG. The Sacramento Branch mentor is member Tim Flynn.



Visit the Home of CWC's Famous Founder

The California Writers Club is happy to announce that the Jack London State Historical Park will remain open to the public this summer.

The CWC traces its founding to Jack London and the San Francisco Bay Area literary movement of the early part of the 20th century. It began with the informal gatherings of Jack London, George Sterling, and Herman Whitaker, along with others, eventually formed itself into the Press Club of Alameda. In 1909, a break-off group from that club formed the California Writers Club with Austin Lewis serving as the club's first president. A quarterly bulletin under the guidance of Dr. William S. Morgan was established in 1912. The club incorporated in 1913, choosing the motto *Sail On* from the Joaquin Miller poem, "Columbus." Early members of the club included Jack London, George Sterling, John Muir, Joaquin Miller, and the first California poet laureate, Ina Coolbrith.

London was born in San Francisco in 1876 and struggled to release himself from the stifling burdens of illegitimacy and poverty. He spent several summers in Glen Ellen to get away from the hustle and bustle of the big city.

London first purchased land in the Sonoma Valley in 1905, and continued to add to his holdings until he owned 1,350 acres. As he described the setting: "...there are great redwoods on it...also there are great firs, tanbark oaks, live oaks, white oaks, black oaks, madrone and manzanita galore. There are canyons, several streams of water, many springs...I have been riding all over these hills, looking for just such a place, and I must say that I have never seen anything like it."

He purchased small ranches and farms which he eventually assembled into his Beauty Ranch, a property of 1,400 acres. His purpose was not only to have a place in the beautiful Valley of the Moon, but to develop a model farm, where he could raise premium crops and animals, using the latest techniques of farming known at the time.

The Jack London Ranch is now the site of Jack London State Historic Park, established in 1960 in accordance with the wishes of his wife.

Among the attractions to be found in the park are the House of Happy Walls Museum, built by Charmian London as a memorial to her husband's life and work, and the remains of the Wolf House mansion, suspiciously burned to the

ground shortly before the Londons were scheduled to move in. London's gravesite is also at the park.

The park was slated to be closed, along with 69 others, on July 1, but thanks to donations, including \$100 from the CWC Central Board and \$50 from the Sacramento Branch, the park will remain open and will be operated by the Valley of the Moon Natural History Association.

The Jack London State Historical Park is located at 2400 London Ranch Road, Glen Ellen, CA 95442.

For park hours, directions and information, visit: www.jacklondonpark.com/jlpark.htm.

Resources for Writers



Your Helping Hand on the Web

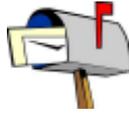
Free tips to build your author platform.
Monday Morning Marketing Newsletter
Social Media Marketing Mini-Course
www.SHMarketingSolutions.com
www.SmallBizPreneur.com

Publishing Pathways

CWC NorCal, (a regional association of Northern California branches) created a Publishing Pathways committee at the direction of Dave LaRoche (CWC South Bay), the NCG Chair. The committee, managed through the program's development by Nancy Curteman (CWC Fremont), is currently chaired by LaRoche and Rik Scott (CWC Fremont). The goal of this committee is to provide publishing and marketing related support for CWC members.

Tim Flynn (tim@relkeybooks.com) is the Sacramento Branch Publishing Pathways mentor and owner of RelKey Books (www.relkey.com). Drawing on his 44 years in the graphic design industry, Mr. Flynn produces books for authors wishing to self-publish and is considered one of the most creative book builders in the publishing industry. See Tim for help with your publishing needs.

Where to Send Member News



Send news of your sales, awards, contest wins, etc. directly to the newsletter editor. **Please indicate you are a CWC member. If you use e-mail, please note in the subject that it is for CWC.**

Julie Bauer
7173 Stanford Oak Dr.,
Sacramento, CA 95842
joolieb@aol.com

Please proofread. We are not responsible for errors, misspellings or inaccuracies.

Send all Address Changes, e-mail or mail to:

Ken Umbach, CWC
P.O. Box 1157
Citrus Heights, CA 95611-1157
ken@umbachconsulting.com

How do you want your newsletter?

If you wish to change how you receive your newsletters (e-mailed PDF document or snail mail), contact Julie Bauer, joolieb@aol.com; (916) 344-5778.

May Luncheon

Tokyo Buffet
Citrus Heights



The Club's next luncheon meeting will be Saturday, May 19, 11:00 a.m. at Tokyo Buffet, 7217 Greenback Lane, Citrus Heights. It is located in the same parking lot as Sam's Club, between Sylvan Road/San Juan Ave and Citrus Heights town hall.

Non-members are welcome. Reservations are not necessary.

Cost to attend: **Members \$12.00;**
Non-members \$14.00.



Jack London Quotes

A bone to the dog is not charity. Charity is the bone shared with the dog when you are just as hungry as the dog.

I would rather be a superb meteor, every atom of me in magnificent glow, than a sleepy and permanent planet.

I write for no other purpose than to add to the beauty that now belongs to me. I write a book for no other reason than to add three or four hundred acres to my magnificent estate.

If cash comes with fame, come fame; if cash comes without fame, come cash.

Life is not a matter of holding good cards, but sometimes, playing a poor hand well.

**California Writers Club
Sacramento Branch**
www.CWCSacramentoWriters.org

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Email correspondence should include CWC in the subject line.

The next deadline for submissions is **April 10 for the May issue.**

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Please put CWC in the subject line for any correspondence



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Sacramento Branch
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California Writers Club, Sacramento Branch

www.CWCSacramentoWriters.org

“Writers Making The Write Connections”

Serving the Greater Sacramento Area

June Writing Academy Workshop **How to Identify Hot Publishing Markets**

WHAT: Is there a way to anticipate what publishers and book buyers will want? Yes, and former Random House editor **Jennifer Basye Sander** will show you how in a lively session on conducting market research, developing ideas that publishers will want, and creating the proposal that sells.

WHO SHOULD ATTEND: Writers interested in ideas for where and how to place their work.

WHEN: Saturday, June 23, 2012, 10:30 a.m. – 3 p.m. Registration begins at 10 a.m.

WHERE: Sam’s Hof Brau, 2500 Watt Avenue (near El Camino Ave.), Sacramento 95821

COST: Early Bird, Register by May 26: \$35 for CWC members; \$45 for Non-members
Fee After May 26: \$45 for CWC members; \$55 for Non-members
EARLY REGISTRATION ENCOURAGED—SPACE IS LIMITED.

LUNCH: Attendees to purchase lunch at Sam’s Hof Brau, long-time Arden-area Sacramento eatery.

ABOUT JENNIFER BASYE SANDER: Former Random House senior editor **Jennifer Basye Sander** knows the publishing world from having participated on the other side. As a service to writers, she co-authored *The Complete Idiot’s Guide to Getting Published* and the New York Times best-seller, *Christmas Miracles*, and some 50 other titles. She owns the book-packaging firm Big City Books Group, and is the founder of the women’s weekend writing retreat, Write by the Lake, in Lake Tahoe, www.writebythelake.com.

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Sign me up for **How to Identify Hot Publishing Markets**

Name: _____ Genre: _____

Address: _____

City/State/Zip: _____

Email: _____ Phone: _____

Early Bird, Register by May 26: ___\$35 CWC Member, _____ Branch ___\$45 Non-member
Fee after May 26: ___\$45 CWC Member, _____ Branch ___\$55 Non-member

Clip and submit with payment to: Robert Cooper, CWC Treasurer, 829 Haggin Ave., Sacramento, CA 95833
You will receive email confirmation.

Questions? Contact Margie Yee Webb at Margie@CatMulan.com or 916-213-0798.

**California Writers Club, Sacramento Branch
Election Ballot
2012-2013 Election of Officers**

President Marsha A. Robinson_____

Vice President/Programs Cheryl Stapp_____

Vice President/Membership Liz Allenby and John Clewett_____

Secretary Kimberly Edwards_____

Treasurer Robert Cooper_____

Write In Position_____ Name_____

Write In Position_____ Name_____

Write In Position_____ Name_____

Write In Position_____ Name_____

Ballot should be postmarked by June 4, 2012 and mailed* to:

CWC Sacramento Branch
Attn: Election
PO Box 1157
Citrus Heights, CA 95611-1157

*You may also give your ballot to Ken Umbach or Nancy Ware at the May luncheon meeting.